SEPTEMBER 8, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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The results are in—and

WXEX-TV WINS!

"Million Dollar Movies" get top share of audience and top adult audience in Metropolitan Richmond Mon. thru Fri., 5-6:30 P.M.

Source: ARB Coincidental, Richmond Metropolitan Area, July 14-18, 1958

SHARE OF AUDIENCE		
WXEX-TV	—	42.7%
STATION B	—	31.0%
STATION C	—	26.3%

COMPOSITION*

	ADULTS	UNDER 16
WXEX-TV	73%	27%
Station B	59%	41%
Station C	25%	75%

*based on data available for partial week

Beginning June 30, when NBC option hours changed, we experimented with scheduling our already owned RKO and 20th Century-Fox pictures at 5 P.M. We thought our Richmond audience—especially our *adult* audience—would go for the best in movies during the late afternoon. Now the ARB figures prove we were *right.* So we have added the fabulous MGM library! The figures should keep going up and *up* and UP. You're invited to go right along with them—on WXEX-TV, the Richmond area's basic NBC-TV station.

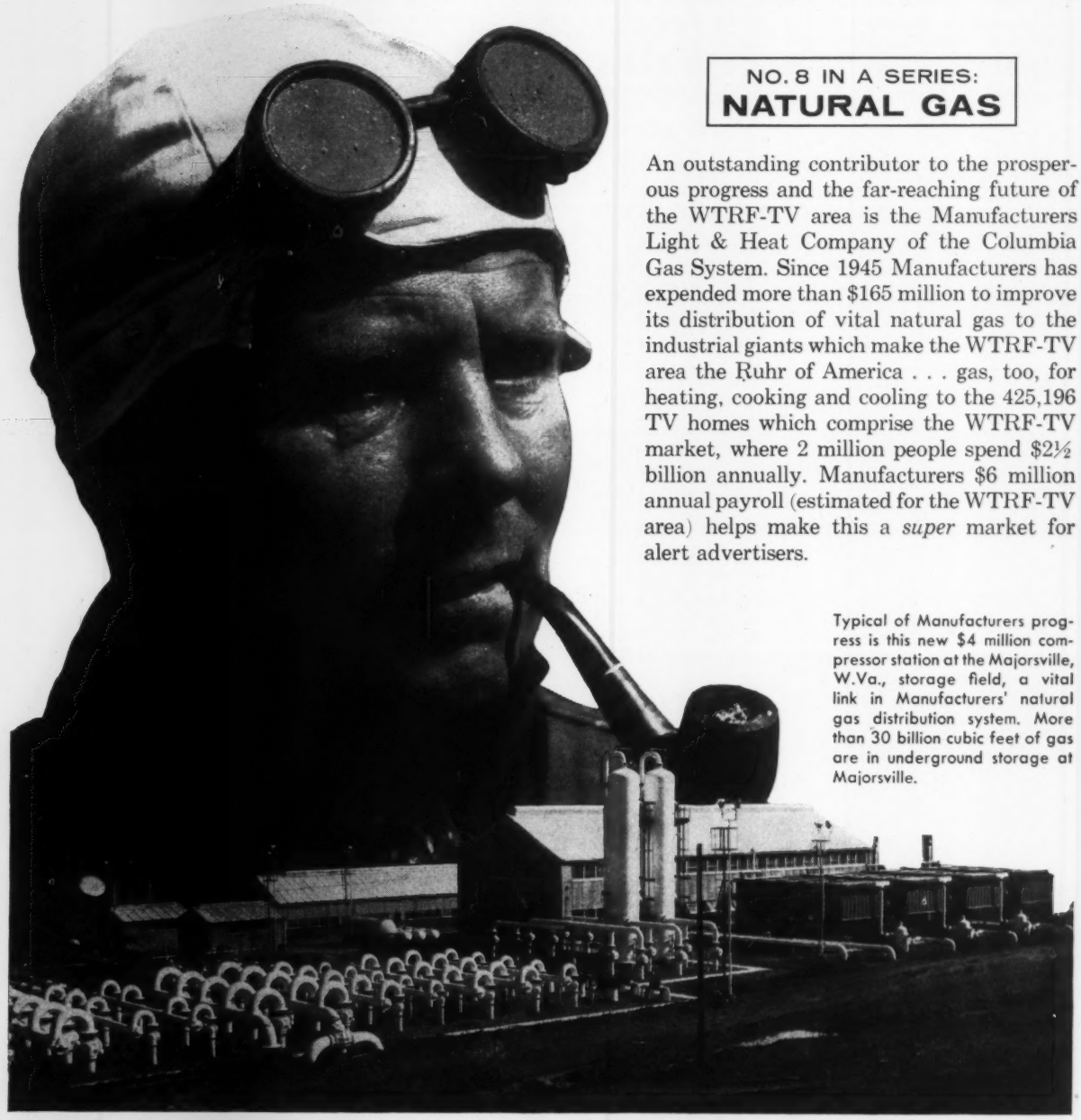
Call our "reps." for availabilities, presently at current card rate

Select Station Representatives in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Pittsburgh, New England, Midwest; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley



NO. 8 IN A SERIES:
NATURAL GAS

An outstanding contributor to the prosperous progress and the far-reaching future of the WTRF-TV area is the Manufacturers Light & Heat Company of the Columbia Gas System. Since 1945 Manufacturers has expended more than $165 million to improve its distribution of vital natural gas to the industrial giants which make the WTRF-TV area the Ruhr of America . . . gas, too, for heating, cooking and cooling to the 425,196 TV homes which comprise the WTRF-TV market, where 2 million people spend $2½ billion annually. Manufacturers $6 million annual payroll (estimated for the WTRF-TV area) helps make this a *super* market for alert advertisers.

Typical of Manufacturers progress is this new $4 million compressor station at the Majorsville, W.Va., storage field, a vital link in Manufacturers' natural gas distribution system. More than 30 billion cubic feet of gas are in underground storage at Majorsville.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv 7

Reaching a market that's receiving new importance!

Serving
more
Advertisers

than
any other
Indiana*
TV STATION

WTHI-TV
Ch.

CBS
ABC
NBC

(251,970 TV HOMES)
TERRE HAUTE, INDIANA

*Except, of course, Indianapolis

BOLLING CO., NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

VARIETY
IS THE SPICE OF LISTENING

NEWS

MUSIC

SPORTS

DRAMA

COMEDY

KRLD radio 1080
HAS MORE ADULT LISTENERS IN METROPOLITAN DALLAS
than any other Dallas station

Based on April-May 1958 Audience Composition Radiopulse of listeners per 100 listening homes — Monday through Friday.

Radio advertising that pays off in the Southwest must start with KRLD, basic CBS outlet for Dallas and Fort Worth. KRLD, Texas' oldest CBS affiliate, with a wide variety of the best in programming, hold a unique place in the hearts of listeners of all ages . . . and especially those who hold the purse strings.

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage . . . higher ratings . . . a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD radio 1080
CBS RADIO NETWORK
FOR DALLAS and FORT WORTH

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit.

ANOTHER GO AT IT • FCC is going for broke on deintermixture. Instead of patchwork job, it is shooting for national policy on tv allocations, either all uhf, all vhf, or something in between. Deintermixture was considered at last week's meeting—first since its month-of-August recess—with decision that blueprint would be given staff this week on various alternatives as first priority project. Thus passed over at last week's Wednesday-Thursday sessions were long-postponed deintermixture proposals involving Columbus, Ga., Fresno-Bakersfield and Hattiesburg, Miss. —whether to make them all uhf islands or follow mixed uhf-vhf line.

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Deintermixture alternatives, to be studied in light of current information and what may be gleaned from TASO field work on vhf vs. uhf coverage, are: (1) moving all tv to uhf band over predetermined transition period (considered remote because it has been rejected several times in past decade); (2) regional deintermixture making entire geographical subdivisions all uhf or all vhf; (3) abandonment of uhf as lost cause but with "breakdown" of existing vhf channels through use of directional antennas and reduced mileage separations, thus providing for indeterminate number of new stations on existing 12 channels; (4) watchful eye on spectrum study, however it may come, in hope of getting additional v channels from government.

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ALL NOT LOST • As sequel to closing down of ch. 12 WVUE Wilmington-Philadelphia on Sept. 13, Storer Broadcasting Co. has disposed of most of its film product for a figure estimated at $1,750,000. Sold to CBS for ch. 10 WCAU-TV for approximately $1,250,000 was RKO feature film package, plus certain other features, including selected NTA group. Other syndicated features are being disposed of in Philadelphia market. Storer originally purchased RKO package under sub-contract from WFIL-TV Philadelphia.

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Now that videotape editing is nearing practicality with new semi-automatic splicer [story page 58]. Ampex Corp. is training its development guns next on mobility. During past week factory at Redwood City, Calif., has gained bus van in which Ampex engineers are designing mobile videotape machine with full complement of power and sync generators. Rough price estimate: Two camera videosystem, complete except for van, $125,-000-150,000. Timetable: spring 1959.

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BRIGHTENING DAY • ABC-TV's "Operation Daybreak" is opening wider. In extending weekly quarter-hours available to advertisers from 60 to 70 per week, ABC-TV already is approaching SRO status and network authorities now are considering even further expansion. Among new charter advertisers: Minnesota Mining & Mfg. Co., St. Paul, through BBDO, and Nestle Co., White Plains, N. Y., through Bryan Houston. *Beat The Clock* reportedly is additional program coming into "OD" leaving its daytime berth at CBS-TV.

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Skiatron Tv, pay tv operator, expects to announce its future plans at news conference today (Sept. 8). Though Skiatron is soft-pedaling advance word, speculation arises that company may have effected arrangements with certain telephone companies for special lines and facilities for its system. It's known that New York Telephone Co. has been making engineering studies on such possibility.

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FM INTEREST • Sinclair Refining Co., which previously had staked claims to heaviest campaigns in spot radio history [ADVERTISERS & AGENCIES, Oct. 14, 1957], is taking new tangent in aural medium by invading Chicago fm field. Through its agency, Morey, Humm & Warwick, N. Y., company has bought sizable spot schedules on three stations—CBS o&o WBBM-FM, WFMT (fine arts outlet) and WFMF (Functional Music Inc.). Schedules vary but contract with WBBM-FM, which recently launched autonomous operation, calls for 25 announcements weekly through Dec. 31. Cities Service Co. also has been experimenting with fm in Chicago.

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Some of mystery surrounding Dotto *rigging complaint filed with FCC* [NETWORKS, *Aug. 25*] *in name of Edward Hilgemeier Jr. can now be revealed. Complaint was delivered to FCC in person, not by Mr. Hilgemeier or by Uncle Sam's mail, but by reporter for* New York Post. *FCC in due course will release text of complaint plus its conclusions after it receives staff report.*

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BOYCOTT PROBE • Surprise package of Senate labor investigating committee's late autumn schedule may be searching look into secondary boycott activities of unions, including methods used in broadcast cases to induce advertisers and agencies not to buy time on stations involved in collective bargaining disputes. Growing sentiment in business world for plugging of unintended loopholes in secondary boycott language of Taft-Hartley Act is said to have impressed Senate probers.

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To expedite clearance of policy decisions, FCC Chairman John C. Doerfer has instituted new procedure whereby top staff executives will confer with Commission once monthly on establishment of priorities. First such meeting scheduled today (Monday) will deal with pending deintermixture-allocations issue.

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WESTERN POLL • To give All-Industry Radio Music License Committee clue as to position of California's radio broadcasters on ASCAP contract renewals upcoming at year's end, Calvin J. Smith, KFAC Los Angeles, and member of negotiating group, is dispatching questionnaire to state's 250 stations. Questionnaire will cover suggestions looking toward equitable contract with ASCAP and bear on subsequent negotiations with BMI on contract renewals.

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Federal Trade Commission is investigating practice of purported performing rights society seeking blanket fees from stations. Allegation is that repertoire is primarily from public domain, including many Negro spirituals. Organization reportedly closed shop after initial FTC investigation and then re-entered business under new name.

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OVERSIGHT DATE • While Legislative Oversight Subcommittee resumes public hearings Sept. 16, spotlight isn't likely to fall on FCC and broadcasting again until November. SEC matters are expected to require all of committee's time during scheduled two-week hearings, to be followed by an October hiatus for election campaigning. Investigators still have office reserved at FCC headquarters, but it has not been used since soon after Miami ch. 10 hearings were completed.

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British commercial tv interests reportedly set to give Pulse Inc. assignment to make intensive qualitative study of television there. Study would deal with viewer impressions of programming, likes and dislikes, station image, etc. Aside from confidential special reports, it's understood, one of few comparable American studies would be that which Pulse does each year for WHDH Boston.

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CIRCUIT REOPENED • First FCC speech of post-vacation season will be made this Wednesday by Comr. Rosel H. Hyde before Idaho Broadcasters Assn. at Weiser. Comr. Hyde will return to Washington promptly after address and on Friday assumes acting chairmanship with departure of Chairman John C. Doerfer for International Telecommunications Conference in Geneva, expected to run until mid-November.

•

Quarterly dividend of 25 cents per share common stock declared by RCA board Friday payable Oct. 27 to holders of record Sept. 19. Dividend of 87½ cents declared on first preferred stock for period Oct. 1-Dec. 31 payable Jan. 2 to holders of record Dec. 8.

THE BIG MOVIES ARE ON

CHANNEL 8
WJW·TV
CBS · CLEVELAND, OHIO
Represented Nationally by The Katz Agency, Inc.

THE GREATEST NUMBER OF THE HOTTEST TITLES WITH THE MOST FAMOUS STARS IN THE BEST PACKAGES ARE THE BIG MOVIES!

WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS

STORER BROADCASTING COMPANY

Storer Television

WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV	WSPD-TV
Cleveland	Detroit	Atlanta	Wilmington-Philadelphia	Toledo

THE WEEK IN BRIEF

Legal Progress in Oklahoma—High state court holds radio and tv have equal rights with the press to cover trials: Canon 35 of the American Bar Assn. is outdated relic of the past, unanimous three-judge decision points out. Significant victory won by broadcast journalism. Page **29.**

Triple-Play Tv Campaign—Furniture retailers, tv stations and furniture manufacturers get together on $200,000 spot tv drive on 24 stations across U. S. Page **31.**

Radio Buyers Also Listen—RAB survey shows timebuyers listen for average of 2 hours, 19 minutes a day—more than working housewives or even young homemakers. When they listen and their program preferences also studied, with results also showing how listening habits of New York buyers differ from those in other cities. Page **33.**

Economic Missile for a Space Age—Advertising is the fuel that will propel U.S. business to its orbit in the new distribution economy, says TvB's Halsey Barrett. In a BROADCASTING interview he tells how mass advertising—with emphasis on the massive visual medium—must play a key role in the distribution revolution. Page **34.**

Network Radio's Top 30 Clients—Bristol-Myers, Ford and General Motors head RAB ranking of top users in second quarter. Wide variety of products relying on network radio is pointed up by RAB officials. Page **38.**

Chow Hounds in Strictest Sense of Word—That's who Ralston Purina reached when it marketed New Purina Dog Chow and decided to reach Fido's master, mainly through television. Page **40.**

Tv Quiz Probe May Grow—New York D. A. continues wrapped up in *Dotto* and *Twenty One* allegations but admits that if other complaints already received hold promise, new investigation into other quiz shows will come. Page **50.**

The Billing Picture—Tv networks' combined gross billing advances in July as CBS-TV is off 1.4% while ABC-TV and NBC-TV increase. CBS-TV points out that it had high gross year in 1957. Combined gross is up for January-July period. Page **52.**

Politicians Missing Tv Boat?—CBS' Mickelson says they overlook television's "greatest value" to them by failing to recognize tv's advantages as a news medium. Page **52.**

NBC Promotes Two—Sugg, head of owned stations and NBC Spot Sales, and Culligan, in charge of radio network, named executive vice presidents. Page **55.**

The (Commercial) Show Goes On—Film Producers Assn. of N. Y. and Screen Directors International Guild settle their differences, arrive at agreement that recognizes guild as bargaining unit for freelance tv commercial directors in New York. Page **57.**

Videotape Blasting Off—Ampex Corp.'s semi-automatic splicer is hailed as breakthrough to "practical" day-to-day editing tool; network tape use heavy this fall; film-live packagers moving into tape. Page **58.**

KOB 'Final Order' Issued—FCC issued "final order" on 17-year-old case; directs KOB and WABC to directionalize at 50 kw at night but maintains 770 kc as Class 1 frequency. Page **66.**

Are Cable Systems Pirates?—Montana broadcaster Ed Craney files suit in federal court charging community antenna system rebroadcasts Z-Bar Network station's signals without permission. Suit promises first test of broadcasters' property rights in their programs. Page **64.**

Bids for Rate Break—Infant News Assoc. tackles giant AT&T in move for "press" broadcast rates on long distance telephone. Formal petition to be filed with Commission within two weeks. Page **70.**

More 'Grist' for Tv Film Mill—AAP clears payments and title to additional 50 Warner Bros. motion pictures, places them on sale to tv immediately. Page **74.**

Iron Curtain Peephole—U. S. viewers may be viewing Soviet "entertainment" tv programs before long, should Television Programs of America strike a deal with Russian broadcasters. Page **74.**

Communications: Growing Science—NBC Radio's Culligan says broadcasters must learn to use "wonderful new tools of communication being handed us constantly," calls for more study of new techniques of "communication with people." Page **80.**

Press Propagandizing—WCUE Akron asks FCC to take a look at newspaper-radio combines' relationships with other stations in same communities; takes particular dig at *Akron Beacon-Journal* article extolling ratings of its 45%-owned WAKR. Page **82.**

New Order Near in Canada—Legislation to separate government regulatory and broadcast functions of CBC moves nearer to passage as it clears House of Commons in Canadian Parliament. CARTB boosts proposal to give private interests equal competitive chance in broadcasting. Page **90.**

MR. JONES

That Sometime Sell—What makes a memorable commercial on the now-and-then tv "special"? Only a rare blend of genius, money and luck, says Ernest A. Jones, president of MacManus, John & Adams, the agency that turns out tv-special commercials regularly for its automotive clients. He tells what goes into a special commercial in MONDAY MEMO, Page **109.**

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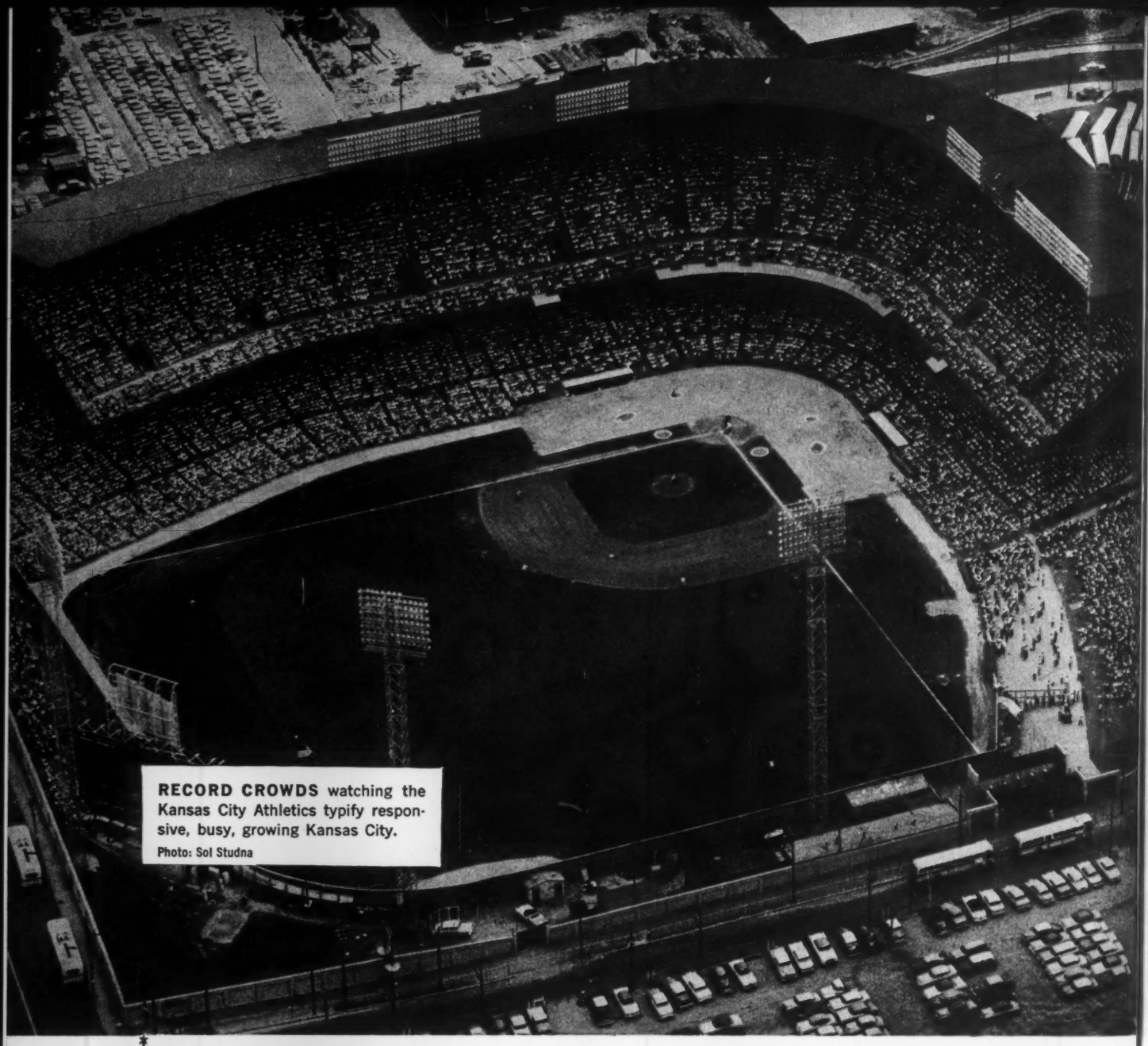


RECORD CROWDS watching the Kansas City Athletics typify responsive, busy, growing Kansas City.
Photo: Sol Studna

Kansas City has the pitch

Or should we say pitches! For Kansas City's a big-league town in lots of ways. The A's fill up the ball park week after week. The Downtown Committee has given the retail district a shot in its wallet. Redevelopment of the North End is making national news.

And it won't be long before there's an area authority to preside over the booming, bustling 4-county, 2-state community that is Greater Kansas City. More than a million persons live here. They pack a walloping buying power of nearly $2 billion.

So stakes (and steaks, as you well know) are big in big-league Kansas City. And KCMO-Radio —50,000 watts and basic CBS—has the leadership that can make your claim stick.

KCMO-radio

810 kilocycles • 50,000 watts
Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by The Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

at deadline

PEPSI PLANS ALL-NETWORK RADIO DRIVE

Four-network (in radio) user, Pepsi-Cola Co., N. Y., is embarking on extensive pre-broadcast buildup Sept. 10, seven days before it begins participations in all four radio networks—ABC Radio, CBS Radio, NBC Radio and Mutual. Starting Sept. 17, network "saturation" will run 14 weeks, through Christmas, with 498 million "commercial minutes" of radio time in order to "reach and influence" more than 100 million people in U. S. To be delivered via radio: Pepsi's new "Refreshment song."

According to John J. Soughan, soft drink company's advertising vice president, all four networks being used because "that's all the networks there are." Sept. 10 event to be New York-originated closed-circuit broadcast at 4:30 p.m. to some 1,100 stations affiliated with all networks and will feature Bob and Ray comedy team, and top Pepsi-Cola officials.

All four networks are contacting Pepsi bottlers throughout country informing them of network plans to promote product. Affiliates have invited Pepsi-Cola's divisional heads, regional managers, district managers and 540 bottlers along with sales management and other key personnel to hear closed-circuit broadcast. Company also encouraging bottlers to buy radio locally. Kenyon & Eckhardt, New York, is agency for Pepsi, which will run its participations in ABC Radio news broadcasts Wed., Thurs., Fri. and Sat.; selection of CBS Radio shows Fri., Sat. and Sun.; NBC Radio's *Monitor* on weekends, and Mutual newscasts Wed., Thurs., Fri. and Sun. Pepsi as spot radio user, bought two specials on network tv last season and is active in co-op tv spot, but has not been in network radio advertising for years.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

DUPONT SPOTS, SPORTS • E. I. DuPont de Nemours, Wilmington, Del., for Zerex anti-freeze signed for participations in NBC-TV's *Steve Allen Show,* (Sun. 8-9 p.m.), beginning Sept. 21, through Nov. 9. DuPont, in pre-winter push, will also sponsor *See the Pros,* half-hour filmed football program, produced for company by Unipix Productions, in over 30 markets. Agency is BBDO, N. Y.

RITCHIE BUYS STRIPS • Harold F. Ritchie Inc., Clifton, N. J., to share sponsorship in *Cheyenne* (alternate Tues., 7:30-8:30 p.m.) and new mystery-adventure series, *77 Sunset Strip* (Fri., 9:30-10:30 p.m.), both on ABC-TV and both produced by Warner Bros. Buy is on behalf of Brylcreem, other hair tonics and hair nutrient products, through Kenyon & Eckhardt, N. Y. Move into network is in addition to extensive spot tv activity, continuing at same level.

Cone Lauds Cost-Per-1000 of Tv, Notes Changes as Medium Grows

Though television certainly is desirable advertising medium and not prohibitively "expensive," its pattern has changed for advertisers because of rising costs, Fairfax M. Cone, chairman of Foote, Cone & Belding's Executive Committee, said Friday (Sept. 5).

In amplifying his remarks in *New York Times* Friday on tv's "high cost," FC&B veteran stressed he did not intend to sound "derogatory" to tv as advertising medium and in fact would recommend tv to clients (noting his agency handles more than $35 million of its clients' money in television). But, Mr. Cone, said, some advertisers cannot afford tv on "old basis" of sole advertiser of half-hour show for 52 weeks. In tv's beginning, he noted, tv was bought that way but as costs went up, advertisers divided time and more recently trend has been for advertiser to place more products rather than single products in any given program.

Mr. Cone stressed that television as medium has changed for advertiser, cannot be bought or used in same way as before. But, he continued, tv is "magnificent medium" and has impressive cost-per-thousand.

President Norman E. (Pete) Cash of Television Bureau of Advertising noted that "every man is entitled to his opinion" but pointed to McCann-Erickson's newly-published "Turning of the Tide" report [LEAD STORY, Sept. 1] showing only evening television, among major media, is decreasing in cost to advertiser "by the criteria of reaching his customers." M-E's study found evening network tv cost-per-thousand declined 18% and nighttime spot tv's C-P-M fell 19% in eight-year period.

Davidson and Welpott Promoted To Vice Presidencies by NBC

William N. Davidson, general manager of WRCA-AM-FM-TV New York, and Raymond W. Welpott, general manager of WRCV-AM-TV Philadelphia, elected to NBC vice presidencies at board meeting Friday. Matthew J. Culligan, in charge of radio network, and P. A. (Buddy) Sugg, head of owned stations and NBC Spot Sales Div., elevated from vice presidents to executive vice presidents (see page 55).

Mr. Davidson first joined NBC in 1938, left in 1941 for J. Walter Thompson Co. and after Army service during war served with JWT, ABC, Benton & Bowles and Free & Peters (now Peters, Griffin, Woodward), returning to NBC in 1952 as eastern sales manager for Radio Spot Sales. He rose through spot sales and stations executive posts to become general manager of WRCA-AM-FM-TV in 1956.

Mr. Welpott joined NBC last June as general executive in Owned Stations and Spot Sales Div. He was named general manager of WRCV-AM-TV last month. Before moving to NBC he was vice president of WKY Television System Inc. and manager of its WKY-AM-TV Oklahoma City.

CBS-TV Will Spend $1 Million To Cover Summer Delay Cost

CBS-TV network will spend over $1 million for extra circuits and videotape operation for delayed delivery of network broadcasts to stations in standard-time areas in 1959 DST months without asking affiliates to defray any part of costs. Network picking up tab this year but 1959 facilities will be more efficient.

Plans were announced Friday by William B. Lodge, vice president in charge of affiliate relations and engineering. He said "It is a basic responsibility of a nationwide television network to devise not only the strongest possible programs, but also to arrange them for viewing at the most appropriate times and in the best possible sequence for public and advertiser attractiveness. It is equally the responsibility of a nationwide television network, having devised such a program structure, to transmit it to its affiliates.

This position on financing DST delays—shared by ABC-TV, which indicated it too will stick to no-charge DST policy—is in contrast to NBC-TV position [AT DEADLINE, Aug. 18]. NBC said cost of delivering high-quality pictures is such that, while network is willing to pay for equipment etc., standard-time affiliates—for whose benefits DST delays are run—ought to pay line charges (estimate: 5⅓% of network revenues of the 116 NBC standard-time affiliates).

Mr. Lodge said CBS-TV's 1959 DST plan, subject to availability of additional AT&T circuits, will amount to four simultaneous network operations: (1) initial live release in eastern and central DST markets; (2) one-hour delay to most standard-time markets; (3) two-hour delay to Pacific DST markets and (4) three-hour delay to Oregon and Washington, which remain on Pacific standard time. He said CBS-TV is planning $500,000 expansion of its Los Angeles videotape facilities.

at deadline

FitzGerald Succeeds Baker As FCC General Counsel

FCC announced Friday appointment of James L. FitzGerald to be general counsel, succeeding Warren E. Baker whose resignation became effective Friday [GOVERNMENT, Sept. 1]. Seattle-born Mr. FitzGerald, 50, has been chief of FCC's opinion writing group, Office of Opinions & Review, since 1954 when he joined Commission. He served in legal position with Home Owners' Loan Corp., Federal Savings & Loan Insurance Corp., U. S. Housing Authority, Public Housing Administration and Housing & Home Finance Agency. He is graduate of U. of Washington law school and received master's degree in law from Harvard U. in 1934, and an S.J.D. from Georgetown U. in 1940.

Replacing Mr. FitzGerald as chief of Office of Opinions & Review is Donald J. Berkemeyer, now supervising attorney-adviser in that office. Native of Kansas City, 41-year-old Mr. Berkemeyer was graduated from Oberlin College in 1939 and from Duke U. law school in 1942. Served in Army during World War II, and upon release from military service in 1946 he joined FCC.

Berk Defends Claims by WAKR, Calls WCUE Charges Unfounded

S. Bernard Berk, president of WAKR Akron, Ohio, on Friday termed complaint of WCUE Akron filed with FCC (see page 82) "unfounded." WCUE claimed article in *Akron Beacon Journal*, 45% owner of WAKR, was false and misleading, particularly in claim that WAKR had more listeners than all other Akron stations combined and that WAKR had more adult, teen-age and children listeners in every time segment than any other Akron station.

"The facts are," Mr. Berk stated, "that WAKR has the largest audience of any local Akron station during every survey period, according to both the July Pulse and the June Hooper surveys." He also said that WAKR has larger average share of audience than three other stations combined from 6 a.m. to midnight according to Pulse, and from 7 a.m. to 10:30 p.m. according to Hooper. Time periods surveyed, Mr. Berk added, covered Monday-Friday.

Beacon Journal report of these surveys, Mr. Berk said "was in the main entirely correct and accurately reported the facts, containing only a slight error inadvertently made and later corrected . . ." Newspaper on Sept. 4 carried corrections in story reporting filing of WCUE protest with FCC.

Mr. Berk also said that statement that Pulse reported WAKR has more adult listeners, as well as teen-age and children, during every time period "is true and not a distortion of any kind." He said that newspaper correctly reported July 1958 Pulse survey.

Mr. Berk emphasized that WAKR pays *Beacon Journal* same rate for advertising as paid by other Akron stations. He continued: ". . . it is absurd to charge that WAKR enjoys any unfair competitive advantage because of the minority interest owned by the *Beacon Journal*."

Grand Jury Probe Now Seen As Next Step in Quiz Furor

Entire tv quiz squabble (see story, page 50) may be brought to grand jury in New York in week or 10 days, "perhaps sooner," spokesman for District Attorney in New York, conducting probe into allegations of program rigging, told BROADCASTING Friday.

According to spokesman, grand jury may be asked to "determine whether a 'conspiracy' or any other crime has been committed." Prompting this "contemplation" by D.A.'s office: Rash of charges and counter charges, and desire of investigators to put principals involved under oath before grand jury.

D.A.'s office denied it has extended its current probe from two "cases" now underway—*Dotto* and *Twenty-One*. But should "anything substantial" come up as result of other informal "complaints" which have come to district attorney's attention, probers may well expand inquiry.

Further notoriety seems headed tv quiz games' way with report from Hollywood that Mirisch Co., independent production unit, is negotiating with Robert L. Foreman, head of creative services at BBDO, N. Y., for screen rights to his new novel *The Hot Half-Hour*, story of rise and fall of fictitious quiz program, being published by Criterion Books, N. Y.

FCC HOOKUP

FCC is getting itself wired for sight and sound. At last week's meeting, lipstick microphone was introduced as standard equipment in lieu of desk mikes. Some commissioners had trouble, particularly when they sought to whisper to neighboring colleague, with result that their whispers boomed throughout meeting room, attended by some 25 or 30 staff executives. One commissioner (Cross) nearly blew out system with prodigious sneeze and cough. FCC this week also auditioned slide projector for use of staff in displaying maps, charts and other visual data heretofore handled on antiquated easel or pass-around basis. Prospect was that visual aid also would be adopted as standard meeting prop.

PEOPLE

CHARLES L. GLETT, president of investment subsidiaries of National Theatres Inc., including WDAF-AM-FM-TV Kansas City, Friday elected to board of directors of parent company. He headquarters in Los Angeles, but directs policy of Kansas City properties. He was formerly CBS-TV network vice president in Hollywood.

COL. E. M. KIRBY, former Army radio and television chief and prior to that NAB public relations director, on Sept. 15 joins United Service Organizations in New York as public relations director. Appointment was made by Donald D. Hoover, president of Bozell & Jacobs, New York advertising agency, who headed selection committee.

DON ANDERSON, formerly with sales staff of KXOA Sacramento, Calif., and **ALICE REGAL,** director of library for Fuller & Smith & Ross, N.Y., have joined Radio Advertising Bureau as account executive in national sales and chief librarian, respectively. Mr. Anderson will promote radio to drug and cosmetic advertisers.

RAYMOND H. DIETRICH, radio-tv producer and production supervisor for Young & Rubicam, San Francisco, has joined Los Angeles office of Erwin Wasey, Ruthrauff & Ryan as radio-tv producer.

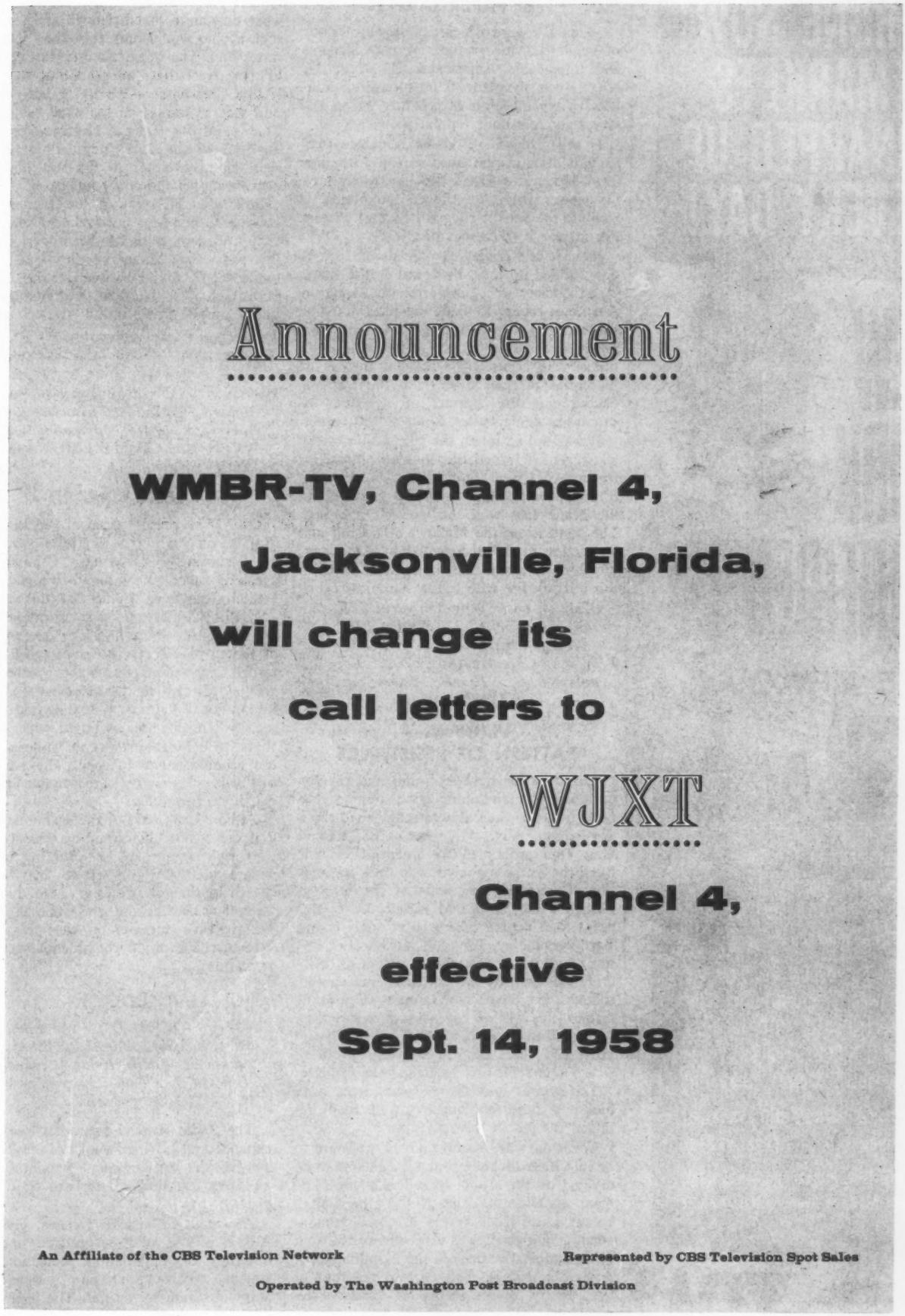
JOHN SPENCER PALMER, 23-year-old announcer-reporter at WKPT Kingsport, Tenn., NBC affiliate, awarded first Earl Godwin Memorial Fellowship at Columbia U. School of Journalism. Award of one-year fellowship is sponsored jointly by NBC and parent RCA in honor of network's late commentator Earl Godwin.

KBAB in San Diego Area Sold; KOPY Alice, Tex., Transferred

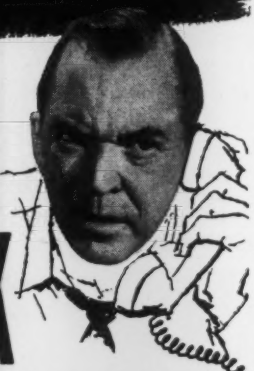
Station sales announced Friday, subject to usual FCC approval:

• KBAB El Cajon (San Diego), Calif., sold by Louis Kornick and associates to Dandy Broadcasting Co. for $350,000. Dandy Broadcasting, which owns WPEO Peoria, Ill., and KQUE Albuquerque, N. M., comprises Kenneth Greenwood, Robert Sharon, Merritt Owens and Lee Vaughan. It was also announced that Leonard Lindmark, present general manager and 20% owner, would remain in same capacity with same interest. KBAB is 1 kw on 910 kc with ABC affiliation. Transaction handled by Blackburn & Co.

• KOPY Alice, Tex., sold by Jules J. Paglin and Stanley W. Ray Jr., to Leon S. Walton (owner of National Radio Representatives Inc. advertising agency in Atlanta) for $150,000. Terms are $37,500 in cash, remainder payable over seven years. KOPY is 1 kw independent on 1070 kc. Robert Grimes, present KOPY manager, is being transferred to Mobile as manager of WGOK there, announcement said. Other Paglin-Ray "OK" stations are WBOK New Orleans, WXOK Baton Rouge, WLOK Memphis, KAOK Lake Charles and KYOK Houston.


Announcement
WMBR-TV, Channel 4,
Jacksonville, Florida,
will change its
call letters to
WJXT
Channel 4,
effective
Sept. 14, 1958
An Affiliate of the CBS Television Network
Represented by CBS Television Spot Sales
Operated by The Washington Post Broadcast Division

PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!



NEW
YORK
CONFIDENTIAL

starring
LEE TRACY

Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! – PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue · New York 22

Wire or phone
Michael M. Sillerman,
Exec. V.P., collect
today for your
market!

TPA

THE PAPER SAINTS

Mafia is a word which conjures up visions of vendetta, Murder Inc., swarthy Sicilians and implacable Americans. On Aug. 29, NBC News devoted 30 un-sponsored minutes to the question of whether Mafia deserves its fearsome reputation.

Is organized U. S. crime traceable to a Sicilian organization born in the 13th century? Moderator Frank McGee swiftly took the viewer from the rugged mountains of Sicily to the equally rugged streets of Cicero, Ill., in search of the answer.

Interviews with police officials of various cities added up to a disavowal of the Black Hand Society as an important influence in American crime. Perhaps the most startling statement was by William J. Keating, formerly in the New York District Attorney's office, who accused the Federal Bureau of Narcotics (a poor brother to the FBI) of encouraging the "specter of a Mafia" to dramatize demands for funds and attention.

It was not so much the production of the show, which leaned heavily upon film clips (several of them quite familiar), but the forthright declaration by NBC News about the Mafia that won the viewer's approval. The conclusion: the Mafia is a "foolish and distracting myth" propagated by Americans unwilling to admit that the fault of crime in this country lies with fellow Americans.

Production costs: Approximately $12,000.
Sustaining on NBC-TV Friday (Aug. 29) 8:30-9 p.m. EDT.
Producer: Chet Hagen; director: Bob Priaulx; writer: Frank McGee; assistant writer: Paul Good.

VIRGINIA— PATTERN OF RESISTANCE

The case for network radio and the importance of maintaining good affiliate relations was considerably strengthened Sunday night, Aug. 31, when CBS Radio's Unit One attempted to blueprint in cold facts the gathering civil war over segregation. Regrettably, passions of the moment obscured the facts and raised the boiling point to a degree where calm analysis was hard to come by. The fault was hardly CBS', nor could it be construed as an act of deliberate sabotage by the partisans interviewed; this was no report on Galindez or juvenile crime—this was an excursion into the mind and into grooves of thinking that were cut years and years ago. Thus, what may have struck some viewers as deliberate cynicism ("The whites and the Negroes here have had a splendid relationship") were really remarks uttered in sincerity.

What did CBS Radio find the situation to be in Virginia? They found Virginians to be divided on the school issue but at the same time unanimously agreed that there shall be no Little Rock fracas in the Commonwealth. This much was sure—the rest wasn't. For example, not once in the 55-minute program did anyone really get to the root of Sen. Harry Byrd's theory of "massive resistance."

While CBS carefully avoided taking an editorial position, skillful editing brought the picture clearly into focus. The segregationists feel that integration would lead to what they term "inefficiency" and fear that such a plan would only rock the "splendid" status quo. The integrationists, to quote one of them, feel that "integration in the south is like Christianity—it's never been tried," and scoff at the use of the word "splendid." They point out that the Negroes (representing 25% of the state's population) have no representative either in the state assembly nor on any of the city councils.

Still, when all was said, the listener somehow could not help but feel that something in this Virginia crisis has been overlooked—the proverbial "man in the street." The battle seems to be between the leaders of both factions at this time. Regrettably, blueprints are not drawn up by "the masses."

Production Costs: Approximately $5,000.
Sustaining on CBS Radio, Sunday Aug. 31, 8-8:55 p.m. EDT.
Written & produced by Don Kellerman and Richard Siemanowski; associate producer: Robert Young; cooperating stations, WRVA Richmond, WTAR Norfolk and WTOP Washington.

SEEN & HEARD

CBS-TV's presentation of "Bellingham" Aug. 25 on *Studio One in Hollywood* proved a rewarding experience, comparatively speaking—that is, compared to many of the feeble offerings on *Studio One* this summer.

"Bellingham" projected an interesting—if far-fetched—story line. The title character of the tv play was a sedate English school teacher, who doubles as a top operator in a group dedicated to the assassination of key international figures "for the good of humanity." A dilemma is posed when a thief discerns Bellingham's secret while pilfering the schoolmaster's luggage. The resolution of this predicament was reasonable and logical, if not dramatic.

Although the pace of the drama was slow, dialgoue was distinguished on occasions. But the brightest spot of the offering was the superb acting performance by Kenneth Haigh in the role of Devry, the thief. Leo Carroll as Bellingham and John Abbott as Bellingham's superior in the oragnization also turned in highly commendable characterizations.

BOOKS

SINGLE SIDEBAND for the Radio Amateur (Second Edition). Published by the American Radio Relay League, West Hartford 7, Conn. 212 pages. $1.50 in U. S., $1.75 elsewhere.

The Radio Relay League has revised and expanded its 1954 anthology of articles from its *QST*, the amateur league's monthly magazine. An introduction explains SSB and its history.

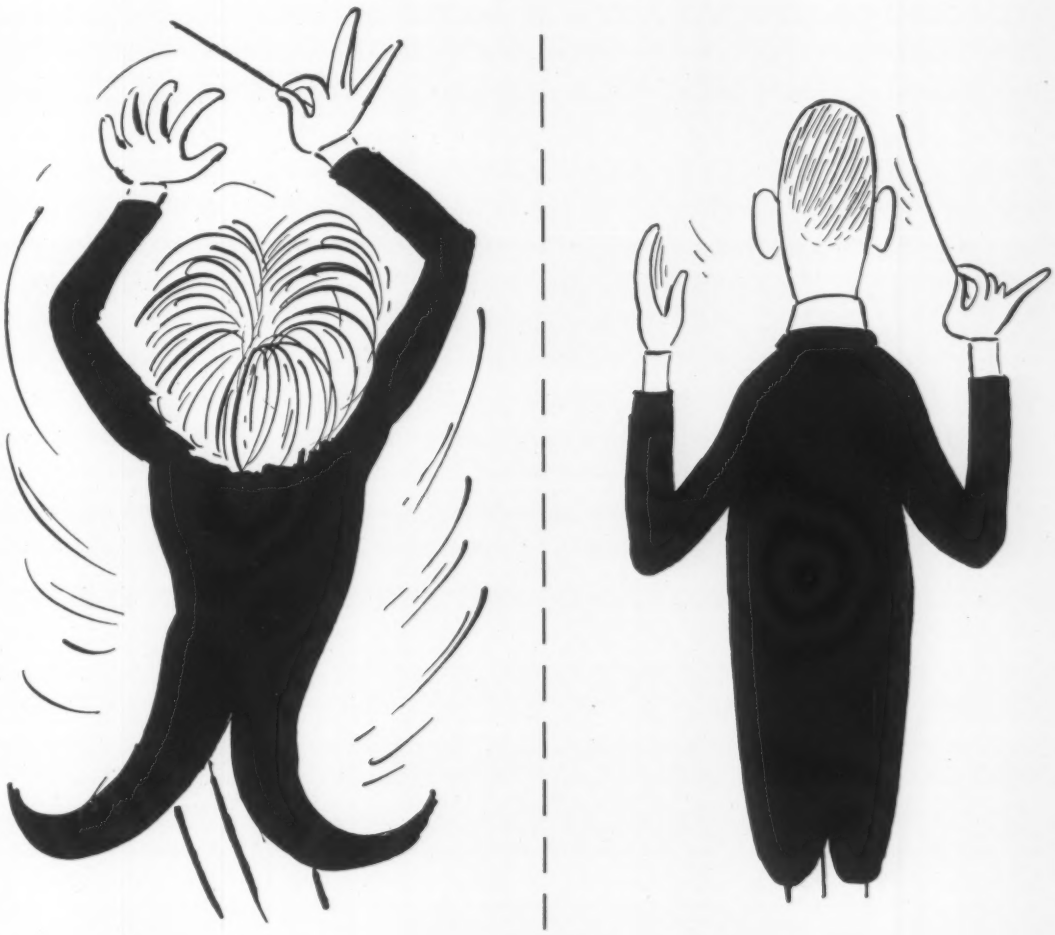
A wealth of articles follows, giving the A-to-Z of the subject, grouped under the headings of modulation, detection, filter system, receivers, phasing system, linear amplifiers and accessories. The indexed reference work was planned for the ham builder, designer and operator and carries generous illustrations, diagrams and a catalog section.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS

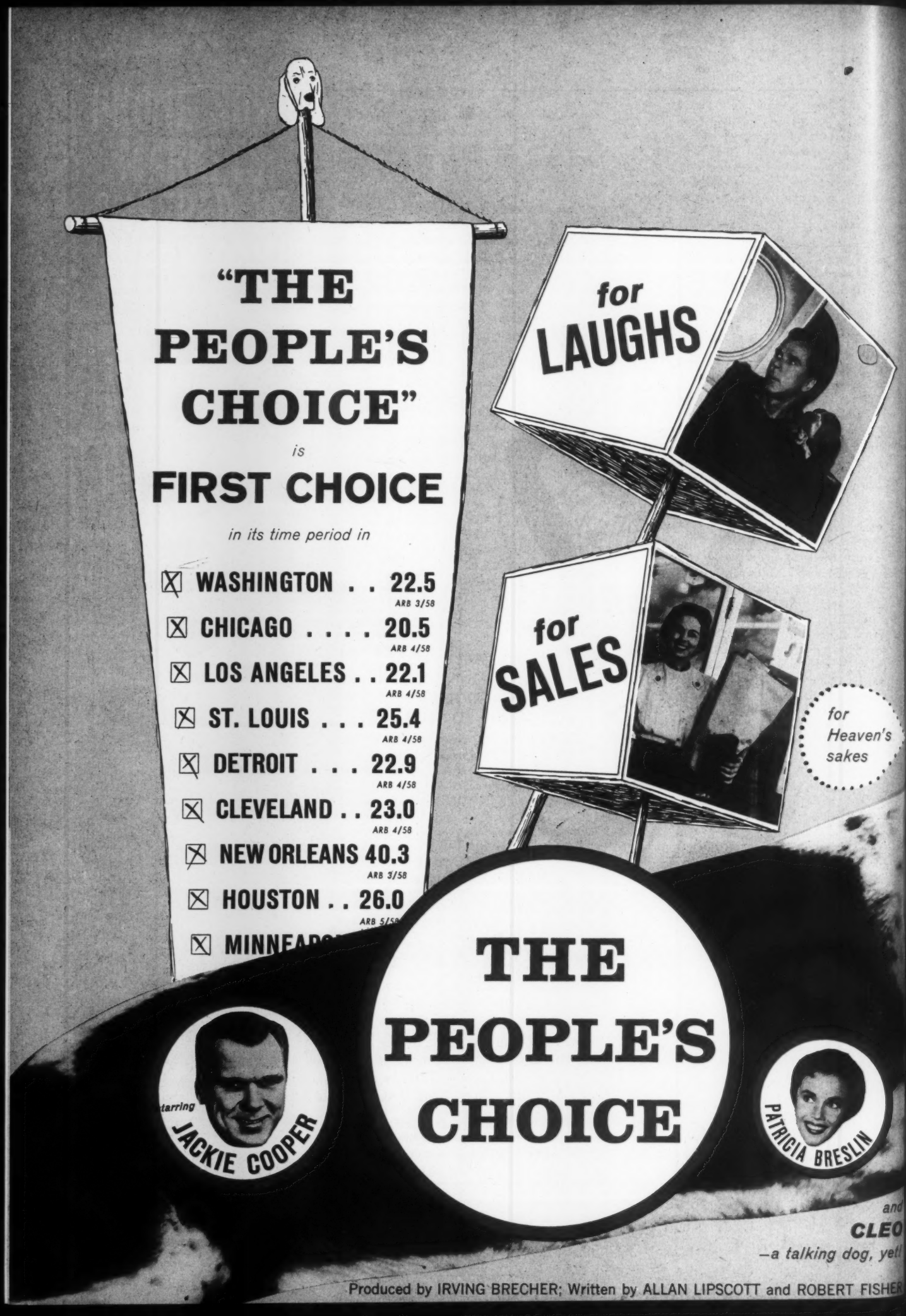


You can play it either way...

Some products call for TV commercials that sell *fortissimo*—with force and directness.

Others are better suited to the *pianissimo* approach—using commercials that sell softly, with ingratiating indirectness, charm and mood. And being able to create *both* types is important.

It's even more important to know *when* to use *which*, if you want your sales to end up *bravissimo!*


"THE PEOPLE'S CHOICE"
is
FIRST CHOICE
in its time period in
WASHINGTON . . 22.5
ARB 3/58
CHICAGO 20.5
ARB 4/58
LOS ANGELES . . 22.1
ARB 4/58
ST. LOUIS . . . 25.4
ARB 4/58
DETROIT . . . 22.9
ARB 4/58
CLEVELAND . . 23.0
ARB 4/58
NEW ORLEANS 40.3
ARB 3/58
HOUSTON . . 26.0
for LAUGHS
for SALES
for Heaven's sakes
THE PEOPLE'S CHOICE
starring JACKIE COOPER
PATRICIA BRESLIN
and CLEO
—a talking dog, yet!
Produced by IRVING BRECHER; Written by ALLAN LIPSCOTT and ROBERT FISHER

LET'S LOOK AT THE RECORD

☒ *3 great years on network*

☒ *Huge, growing weekly audiences*
1st year—over 7 million homes
2nd year – over 7½ million homes
3rd year—over 9 million homes
NTI Total Audience basis

☒ *Sponsored for three years by The Borden Company . . .*
co-sponsored second year by Procter & Gamble . . .
co-sponsored third year by American Home Foods.

Get on the bandwagon for 104 hilarious half-hours of The People's Choice —now finally available for local and regional sponsorship.

It's exactly what the ~~voters~~ viewers want, as national and local ratings proudly proclaim.

It's exactly what advertisers are looking for: a show that reaches and sells the whole family. ARB Nationals from October '55 through May '58 tally 253 viewers per 100 sets for The People's Choice —30% Men, 41% Women, 29% Children.

This is the winning candidate you've been waiting for a long, long time. Be sure to vote early—and often.

ABC FILM SYNDICATION *Inc.*

1501 Broadway
New York 36
LAckawanna 4-5050

NOW!

KIVA SERVES THE RICH IMPERIAL AND YUMA VALLEYS WITH 316,000 WATTS MAXIMUM POWER*

AGRIBUSINESS IS BIG BUSINESS IN THE KIVA AREA WHERE 1957 GROSS FARM INCOME WAS 228 MILLION DOLLARS AND RETAIL SALES TOTALED 155 MILLION

KIVA'S 83% ARB AUDIENCE SHARE MAKES IT THE ONLY MEDIUM DOMINATING THE ENTIRE MARKET

*Effective September 28, 1958

KIVA
TELEVISION
channel eleven
IMPERIAL AND YUMA VALLEYS

NBC, CBS, ABC NETWORKS
VALLEY TELECASTING CO., INC.
HARRY C. BUTCHER, PRESIDENT
YUMA, ARIZONA • EL CENTRO, CALIFORNIA
Represented by Hollingbery

OPEN MIKE

Mr. Murphy's Memo

EDITOR:

My sincere thanks for the opportunity of writing MONDAY MEMO [Aug. 18] for BROADCASTING. I have received many letters and phone calls from people all over the country. One ad agency is thinking of adopting the system as outlined in the MEMO.

John W. Murphy
Head of Commercial Production
Kenyon & Eckhardt Inc.
New York

Still in St. Louis

EDITOR:

Regarding the opening of the new Petry Dallas office [STATIONS, Aug. 25], you state that "Fred W. Johnson, Petry Tv salesman in St. Louis since 1957, will be in charge of Petry Tv in Dallas." Unfortunately this is incorrect. As you accurately reported earlier in the story, Hugh O. Kerwin, head of Petry Tv in St. Louis since 1955, will be in charge of the new Dallas office.

Fred W. Johnson remains in St. Louis and has been promoted to manager there.

Bob Hutton
Promotion Director
Petry Television
New York

Spreading the Word

EDITOR:

I thought you might be interested in the addition of the UN logo (see cut) to our stationery. The stationery idea was instituted by a jewelry firm in Providence, namely Anson Inc. We were so impressed with the idea that we added it to our stationery.

UN
WE BELIEVE

Soon you will see the same logo on the tail of all airlines as the original idea was the brainchild of Charles Dent, an airline pilot. We are probably the first broadcaster to have the logo and I sincerely hope the idea will spread. The United States Committee for United Nations is promoting this plan and we are trying to help all we can.

I hope you like the idea.

J. S. (Dody) Sinclair
Station Manager
WJAR-AM-TV Providence

Matter of Deduction

EDITOR:

. . . I must challenge the statement made by WFIL [Philadelphia] in the Aug. 11 edition of BROADCASTING [DATELINES] that "The theory that drug company executive Forrest Teel was killed by one of the sides of a 'love triangle' was aired first by WFIL . . . about 18 hours before the attempted suicide of Minnie Nicholas who police say is connected with the case."

The story is a physical impossibility:

1. 18 hours prior to the attempted suicide would place the time some 16 hours before Teel's death. . . .

2. . . . It was not until mid-morning, after

*

She has such engaging ways . . .

You'll be captivated by her charming response to your sales persuasions on KOIN-TV in Portland and 30 surrounding Oregon and Washington counties. The pockets of the gentlemen at CBS-TV Spot Sales are fairly bulging with rave notices of her spending habits . . . and of the stratospheric ratings of her station, KOIN-TV.

lively Channel 5

WABD . . .
pioneer television station
in New York
has now become

WNEW TV

METROPOLITAN BROADCASTING CORPORATION

WNEW AM/FM/TV New York
WTTG CH 5 Washington, D.C.
WHK AM/FM Cleveland

Smart advertisers take the KOA-Radio route to the Rocky Mountain West. No other medium in this rich Western market can compare with KOA for:

COVERAGE: KOA travels into 302 counties of 12 states... covering over 1,100,000 square miles and populated by approximately 4½ million people.

POWER: KOA's powerful 50,000 watt voice is heard throughout the West... reaching listeners on *both* sides of the Continental Divide.

ACCEPTABILITY: KOA programming is carefully planned for listener enjoyment. Since 1924, KOA-Radio has been a respected friend to Westerners. They have learned to depend on popular KOA and NBC personalities and programs for truly informative and entertaining radio listening.

SALES: The KOA-Radio route is the West's best way to sell your product to over 4 million potential customers. Remember, it's *results* that count!

GET ON—
STAY ON*—KOA-RADIO!
It's the only station you need to route your product directly to the entire Western market.

(*most advertisers do!)

50,000 Watts • 850 Kc
KOA DENVER Radio
One of America's great radio stations
NBC
Represented nationally by
Henry I. Christal Co., Inc.
9/1/58

OPEN MIKE CONTINUED

an anonymous telephone call to the police, that a woman was involved. . . .

3. The only police sergeant who had any information on the case . . . gave no information to anyone. . . .

4. With the assumption that they aired a story 18 hours before Mrs. Nicholas was found, that would place the air time at 3 a.m. Philadelphia time. WFIL signs on at 5:30 a.m.

I would not have taken time to point out the obvious errors in the story had it not reflected a poor job of reporting on our own news staff, especially when the story broke in our own back yard. Our mobile news chief, Bob Hoover, was on the scene six minutes after police first arrived and with his staff covered the story from beginning to end. There may have been other media that kept up with us on the coverage, but no one —and I repeat—no one "scooped" us.

Fred Heckman
News Director
WIBC Indianapolis

Reader's Service

EDITOR:

Thank you very much for your articles on Lestoil and Texize from recent copies of BROADCASTING.

These articles again attest to the thorough editorial coverage of this field by "the businessweekly of radio and television."

Robert C. Hall Jr.
Media Director
Cargill & Wilson Inc. Adv.
Richmond, Va.

EDITOR:

We are trying to get some information on the status of barter buying in radio and television. I am under the impression that there have been articles written on this subject. Would you send any reprints or other information you may have that has any relation to bartering for time in radio or television?

Henry C. Hart Jr.
Director, Radio-Tv
Noyes & Co.
Providence, R. I.

EDITOR:

I am presently engaged in research concerning the past history and current trends of fm radio. I recall reading several articles on this subject in past issues of BROADCASTING, but I am unable to remember which.

Edward B. Farber
Advertising Dept.
Edison Brothers Stores
St. Louis

EDITOR:

We are very much interested in receiving from you any recent stories on fm radio that may have appeared within the last 12 months.

Kenneth G. Patton
Advertising Associates
Phoenix, Ariz.

[EDITOR'S NOTE: Affirmative replies, with tear sheets, have been sent to the above correspondents, and are available to other interested readers.]

Here are the NCS #3 ratings:

Total Homes in Area	
KTBS-TV	369,300
Sta. B	321,400
Total TV Homes in Area	
KTBS-TV	249,780
Sta. B	221,420
Monthly Coverage	
KTBS-TV	199,470
Sta. B	179,680
Weekly Coverage	
KTBS-TV	193,970
Sta. B	175,150
Weekly Daytime Circulation	
KTBS-TV	169,320
Sta. B	154,500
Daily Daytime Circulation	
KTBS-TV	121,010
Sta. B	113,900
Weekly Nighttime Circulation	
KTBS-TV	192,080
Sta. B	173,240
Daily Nighttime Circulation	
KTBS-TV	150,130
Sta. B	140,850

Specify KTBS-TV with dominant Nielsen and dominant ARB... the best buy in Shreveport! See your Petry man.

KTBS-TV
SHREVEPORT, LOUISIANA
NBC ABC
E. Newton Wray
Pres. & Gen. Mgr.
*N.C.S. No. 3, Spring, 1958
A. C. Nielsen Company

Sylvester sees Red

and "Hippity Hops" to new sales peak!

Sylvester Scott, Jr., juvenile market timebuyer, credits soaring client's sales to WJAR-TV's unique children's program, "Hippity Hop, the Cartoon Cop" — a typical example of WJAR-TV's highly effective creative approach to special programming.

In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in creative programming!

CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

27
WOW! and still growing!

No. 27 in the Nation in Size...

and Growing at 2¼ Times the National Rate

TIDEWTAR, Va.

Tidewater, Va., a city *de facto*, is rapidly headed for the top 20! It is the continuous urban area comprising Norfolk and Newport News, which are inseparable for radio and television purposes.

Follow instructions in Sales Management's Survey of Buying Power by adding Norfolk to Newport News, and you'll get a big surprise. You'll get a metropolitan county area of 776,000 people . . . *larger* than Louisville . . . and *richer* than Richmond, plus Roanoke, plus Lynchburg, in retail sales!

TIDEWTAR is the best way to spell it . . . and sell it. For WTAR-TV is the greatest marketing force in this great and growing market!

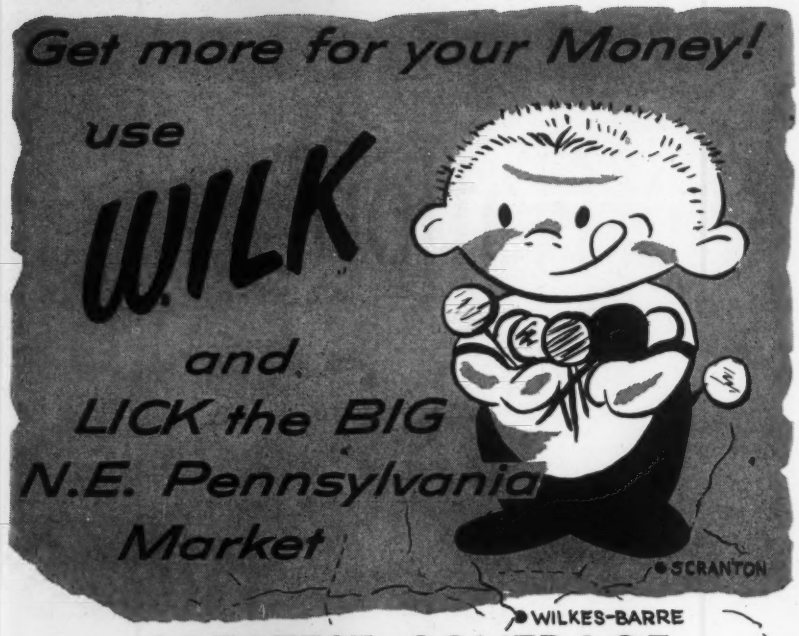
CBS TELEVISION

WTAR-TV

CHANNEL 3
NORFOLK

Greatest Marketing Force in Virginia's Greatest Market

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Peffer. Represented by Edward Petry & Company, Inc.



GREATEST COVERAGE

- 1st in Average Share of Audience—ALL DAY*
- 1st in Average Quarter Hour Rating—ALL DAY*

HIGHEST POWER

- Highest power and dominant penetration among all competing stations.

LOWEST COST

- WILK has the greatest listening audience—You get a greater return on every dollar spent.

BIGGEST GROWTH

- Effective programming directed to the young and old alike is responsible for WILK's rapid growth.

WILK

* Pulse Wilkes-Barre - Hazleton Metropolitan Area — November 1957.

Wilkes-Barre, Pennsylvania. Call Avery-Knodel for details

The only A.B.N. Affiliate in Northeastern Pennsylvania.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

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*Reg. U. S. Patent Office

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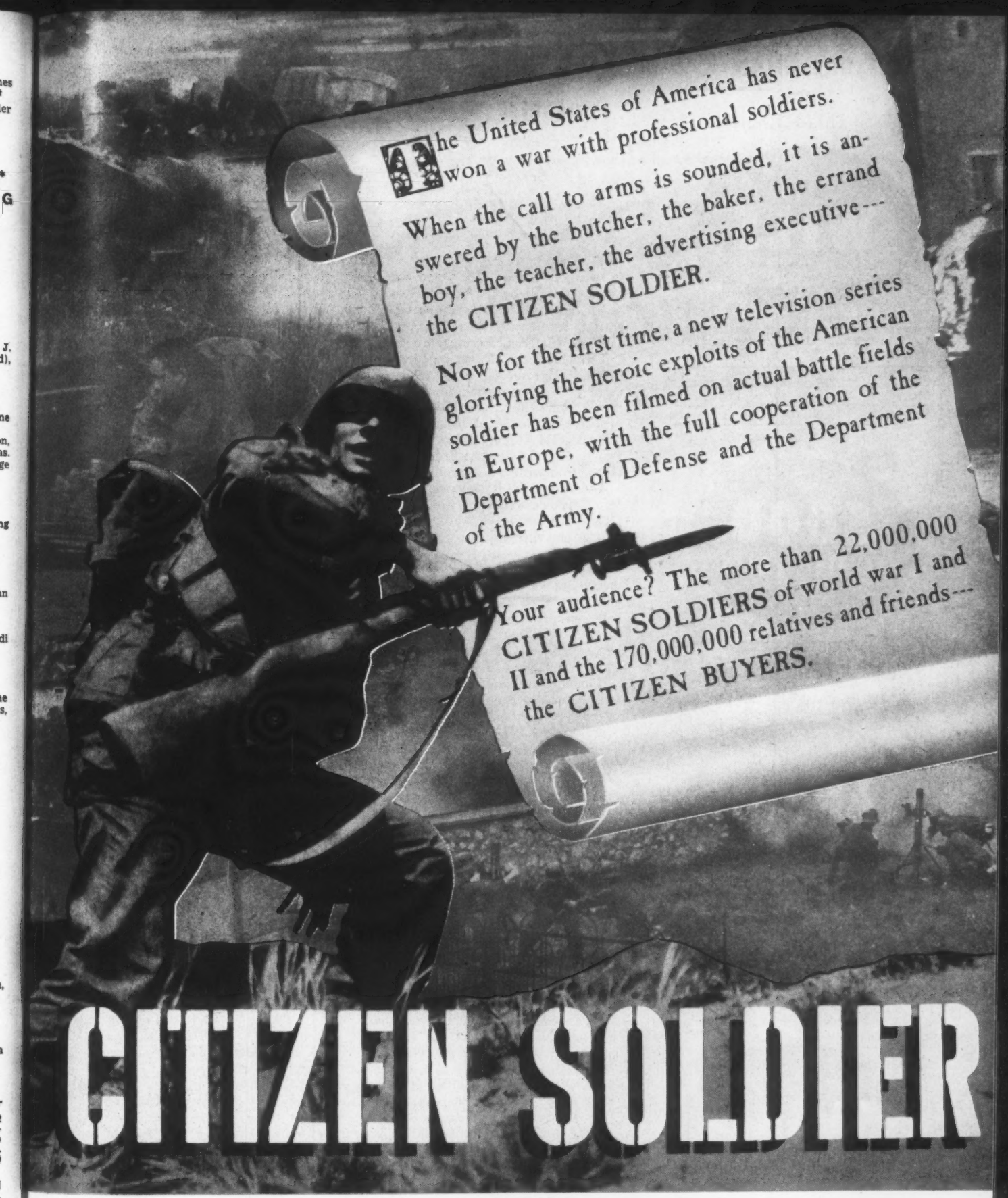
The United States of America has never won a war with professional soldiers.
When the call to arms is sounded, it is answered by the butcher, the baker, the errand boy, the teacher, the advertising executive--- the CITIZEN SOLDIER.
Now for the first time, a new television series glorifying the heroic exploits of the American soldier has been filmed on actual battle fields in Europe, with the full cooperation of the Department of Defense and the Department of the Army.
Your audience? The more than 22,000,000 CITIZEN SOLDIERS of world war I and II and the 170,000,000 relatives and friends--- the CITIZEN BUYERS.

CITIZEN SOLDIER

ALREADY SOLD TO SUCH BLUE-CHIP ADVERTISERS AS . . .

Joseph Schlitz Brewing Company • Conoco Oil Company • Midland Federal Savings & Loan Assn.

and in addition . . .

WNBQ	Chicago	WTCN	Minneapolis	KONO	San Antonio	KLZ	Denver
WHDH	Boston	WLWI	Indianapolis	WTAE	Pittsburgh	KLOR	Salt Lake City
WISN	Milwaukee	WCKT	Miami	WBAL	Baltimore	KOAT	Albuquerque
WTIC	Hartford	WFAA	Dallas	WTOP	Washington	KOLD	Tucson
KING	Seattle	KELP	El Paso	WBRE	Wilkes-Barre	KPHO	Phoenix
KXLY	Spokane	KVII	Amarillo	KTTV	Los Angeles	KFRE	Fresno

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	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

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music news sports

81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS

to Theodore Benjamin Cott

Twenty-five years ago, 16-year-old Ted Cott began his broadcasting career as a ticket taker on the Staten Island Ferry. But he never collected a single ticket.

There is logic behind the *non sequitur*, but it is characteristic of Mr. Cott that his entry to broadcasting was in circumstances that stretch the imagination. A phase that captures a large measure of Mr. Cott's personality is "creative imagination."

Throughout his 25-year business life, Mr. Cott has applied this ability with well-above-average success in the fields of programming, merchandising, sales and promotion while occupying top-rung positions at WNEW New York, the DuMont Broadcasting Corp., and NBC. He faces his most arduous challenge today: as vice president in charge of owned and operated stations for National Telefilm Assoc. (WNTA-AM-FM New York-WNTA-TV Newark and KSMP-TV Minneapolis-St. Paul), Mr. Cott is charged with directing the future of independent stations in fiercely competitive metropolitan markets.

The formidable task leaves Mr. Cott undaunted. One other dominant facet of Mr. Cott's personality is confidence in his ability. Some of his former colleagues picture him as "brash," but all attest to his unquestioned competence as a creative thinker and energetic (and sound) administrator.

Although it is still too early to chart WNTA-TV's progress in the few months it has been under NTA ownership, no one can challenge Mr. Cott's assertion that the station will be "provocative, personalized and off-beat." WNTA-TV gained some adherents when it got rights to 42 Los Angeles Dodgers-San Francisco Giants baseball games this year and earned rave notices (and strong sponsor support) for *Art Ford's Jazz Party*. He has brought together on the station a variegated group of personalities. Mr. Cott plans to telecast such attractions as a putting championship, chess tournaments and other events of community interest not usually exposed on tv.

Theodore Benjamin Cott was born in Poughkeepsie, N.Y., on Jan. 1, 1917, and was brought to Brooklyn when he was five months old. He attended public schools in that borough and the College of the City of New York for six months, but the depression in 1933 forced him to seek employment. When some volunteer radio programs he produced for New York-owned WNYC while a student at City College attracted the attention of Mayor Fiorello H. La Guardia, young Mr. Cott was recommended for a post with the station.

New York City regulations provided that full-time employes of the station must be at least 21 years old. There was no age requirement for the Staten Island Ferry, so Mr. Cott was hired as a ticket taker and assigned for duty with WNYC. He remained with the station for six years as announcer, producer and director and while there, he created the *Symphonic Varieties* musical program.

In 1939 he changed the program to a musical quiz titled, *So You Think You Know Music*, moved it to CBS Radio and became a free-lance producer. During the next four years, he served as producer-director for various programs.

In 1943, Mr. Cott joined WNEW New York as director of programming, and later was named vice president in charge of programming and operations. He was one of the main spark plugs in developing the station's basic patterns for music-and-news, out-of-home listening and public service programming utilizing commercial techniques. In his seven years with WNEW, the station got 45 major awards.

Mr. Cott joined NBC in 1950 and remained there for five years as vice president and general manager of the company's owned WRCA-AM-TV New York and later as operating vice president of NBC Radio. It was during his NBC tenure that Mr. Cott's merchandising skill was utilized most prominently in the "Chain Lightning," station-store promotion plan in the New York area.

He served 2½ years with DuMont Broadcasting Corp. as vice president and general manager, supervising the owned stations—WABD (TV) New York, WTTG (TV) Washington and the DuMont Sports Network—before he joined NTA in June 1957. His initial assignment at NTA was to set up the company's program for acquiring television and radio stations.

He has found time to write four books on broadcasting and show business; produce 33 children's record albums and teach radio at City College and Fordham U.

Mr. Cott was made a Chevalier in the French Legion of Honor in 1950 for his efforts in promoting good will between the U.S. and France through the medium of broadcasting. He is a vice president of the League for Emotionally Disturbed Children, and a member of the Lotos Club, the Broadcast Pioneers and the Radio and Television Executives Society of New York.

Mr. Cott married the former Sue Oakland of New York in 1956. By a former marriage, Mr. Cott has two children—Jonathan Henry, 15, and Jeremy David, 13.

VAN PATRICK, WKMH SPORTS DIRECTOR

and nationally known sportscaster, says –

"Everywhere I travel across this great nation of ours, I hear–

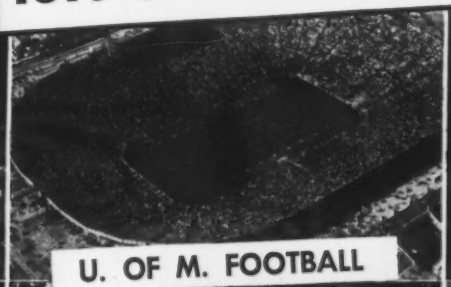
DETROIT'S THE GREATEST SPORTS TOWN!"

AND DETROIT'S DOMINANT SPORT STATION IS

WKMH

1310 ON YOUR DIAL

LIONS FOOTBALL


U. OF M. FOOTBALL

TIGER BASEBALL

"GAME OF THE DAY"

WESTERN OPEN GOLF

CUP RACES

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.

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of visitors who come to
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each year . . .
and return home
enriched by the memory
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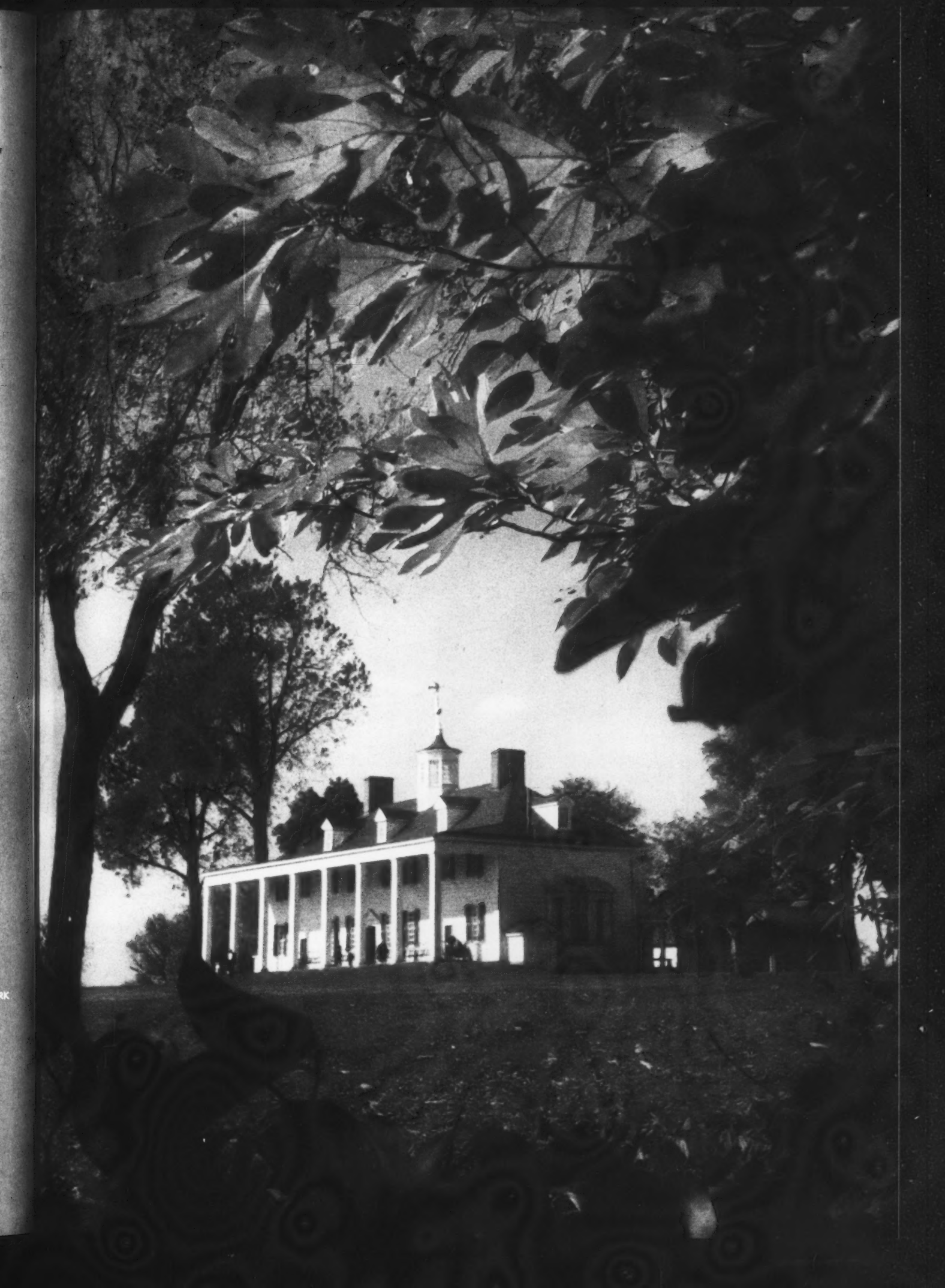
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

REPRESENTED BY CBS TELEVISION SPOT SALES



Three Time Winner...
....KETV Triumphs With Largest Audience in Most Quarter Hours in Omaha!

KETV – 112⅓	**KETV – 114½**	**KETV – 156**
STATION B – 92⅚	**STATION B – 86**	**STATION B – 90**
STATION C – 90⅚	**STATION C – 111½**	**STATION C – 68**

KETV has consistently won the largest audiences in the most quarter hours when all 3 Omaha stations compete.

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Ben H. Cowdery, President

OMAHA WORLD-HERALD STATION

OMAHA, NEBRASKA

KETV channel 7

Eugene S. Thomas, V. P. & Gen. Mgr.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 10 SEPTEMBER 8, 1958

HIGH COURT INTEGRATES NEWS MEDIA

- **Oklahoma court of appeals says radio, tv are as free as press**
- **Bar association's ban against radio-tv in courts held not binding**
- **Decision will be tough for anti-broadcasting lawyers to ignore**

Broadcasting won a historic victory last week in its uphill fight to obtain access to courtrooms. The Oklahoma Criminal Court of Appeals held that:

• Canon 35 of the American Bar Assn. is obsolete and unrealistic, and

• Radio and television are entitled to the same courtroom rights as the press.

Oklahoma became the second state to give high-court sanction to electronic reporting of court proceedings when a three-judge appellate tribunal handed down its opinion Sept. 3. Two years ago the Colorado Supreme Court broke down longtime prejudices against broadcast coverage of trials by discrediting Canon 35 and its visual-aural bans.

The Oklahoma decision provided the second break for broadcasting in a fortnight. A week earlier the American Bar Assn., through its House of Delegates, had ordered a special nine-man committee study of Canon 35 and the effect of visual-aural reporting [TRADE ASSOCIATIONS, Sept. 1].

In its decision the Oklahoma appellate court ruled on an appeal involving the rights of an individual who had been found guilty of burglary. The Colorado decision had been based on demonstrations and investigations by that court of radio and tv courtroom techniques.

Leaders in the long-range effort to report court proceedings with electronic tools joined Oklahoma broadcasters in hailing the decision as one of the most significant forward steps in broadcast journalism (see story next page).

Oklahoma has been the pace-setter in electronic reporting of trials. For several years it has been routine for broadcasters to cover trials and most district judges grant coverage permission unless defendants or jurors object. Broadcast personnel have an informal code of conduct and the arrangement has been generally satisfactory, with radio-tv coverage of newsworthy trials permitted in most of the courts.

Last week's precedent-making decision was written by presiding Justice John A. Brett and concurred in by Justices John C. Powell and Kirksey Nix. The three-judge court unanimously affirmed the 15-year burglary conviction of Edward Lee Lyles, 27, of Oklahoma City. The defendant had appealed his conviction on the ground that film shots taken of him by WKY-TV Oklahoma City had violated his constitutional rights of privacy and Canon 35.

The WKY-TV film had been shot in the Oklahoma City District Court during a recess before the jury was selected. The defendant claimed a mistrial and appealed. His counsel had claimed prospective jurors in the courtroom at the time of the shooting might have been influenced by the incident. Scott Berner, WKY-TV cameraman, had taken the film in the court of Judge W. R. Wallace Jr.

Judge Brett's opinion quickly disposed of the Canon 35 argument in this language: "The adoption of the canons of ethics by the courts did not give the canons force of law. They are nothing more than a system of principles of exemplary conduct and good character. . . . They are subject to modification in keeping with the constitutional rights of the people."

In holding the defendant had no right of privacy in the case, the court said: "When one becomes identified with an occurence of public or general interest, he emerges from his seclusion and it is not an invasion of his right of privacy to publish his photograph or to otherwise give publicity

IN THE WORDS OF THREE HIGH JUDGES

JUSTICE BRETT

JUSTICE POWELL

JUSTICE NIX

"Freedom of the press as guaranteed by the state and federal constitutions is not confined to newspapers and periodicals, pamphlets and leaflets . . . but these provisions of free press extend to broadcasting and television. . . . The courts do not belong to the lawyers but are institutions by, of and for the people. . . . [The courts] must be open to the press and its prying eyes and purifying pen to report courtroom abuses, evil and corrupt influences which despoil and stagnate the flow of equal and exact justice. . . . Basically, there is no sound reason why photographers and television representatives should not be entitled to the same privileges of the courtroom as other members of the press."

CANON 35: ITS ORIGINS; FIGHT AGAINST IT

The American Bar Assn.'s ban against radio-tv coverage and press and movie photography of court trials developed out of one of the wildest circuses in courtroom history—the Hauptman kidnaping trial of the '30s.

The trial of the kidnaper of the Lindbergh baby was turned into chaos by a zealous mob of eager newspaper reporters and photographers and radio newsmen. The bar association, embarrassed by the trial judge's inability to control news media, adopted Canon 35 prohibiting all photo and radio equipment from operating in courtrooms.

Sporadic broadcasting protests against the ABA policy of denying radio-tv newsmen the right to use their tools on a basis of equality with newspaper reporters failed to produce important results, except in isolated local cases, until mid-1955. At that time Judge Justin Miller, former NAB president, demonstrated to the ABA's House of Delegates that radio and tv could operate unobtrusively without affecting the decorum of legal proceedings ["The Silent Witness," BROADCASTING, Aug. 29, 1955].

NAB President Harold E. Fellows organized a Freedom of Information Committee to lead the fight for equal access to court and legislative proceedings. The first major break came in Colorado when the state's Supreme Court, after a thorough study and a series of equipment tests, held that Canon 35 was behind the times. The high court set down a set of rules specifying that no witness or juror was to be photographed over his expressed objection and that media must have coverage permission from the trial judge, who can lay down any rules deemed appropriate.

In 1956, ABA assigned two committees to study Canon 35. A special canon revision committee of ABA's American Bar Foundation, headed by Philbrick McCoy, of Los Angeles, filed a report proposing minor changes in the canon without removing the prejudicial bans against broadcast coverage of trials. This committee's report was considered last February by ABA's House of Delegates.

Robert D. Swezey, of WDSU-AM-TV New Orleans, and Elisha Hanson, attorney for organized newspaper interests, argued against the McCoy committee's recommendations in an unprecedented House of Delegates hearing. Traditionally the house is addressed only by its own members. Messrs. Swezey and Hanson, although ABA members, are not members of the house. The house deferred action on the McCoy report until the recent meeting in Los Angeles [TRADE ASSOCIATIONS, Mar. 3].

At Los Angeles the house decided to name a special nine-man committee to conduct a thorough study of visual-aural reporting, laying aside the McCoy report [TRADE ASSOCIATIONS, Sept. 1].

A second ABA group, the Bar-Media Conference Committee, had been assigned in 1954 to review the whole journalistic problem. It was headed by Judge Walter M. Bastian, of the U. S. Court of Appeals (D. C.). Judge Bastian held frequent meetings with media representatives, but his committee encountered ABA procedural snarls and its work was all but buried in the association's minutes.

WHAT OKLAHOMA HIGH COURT DECISION MEANS

The decision of the Oklahoma Criminal Court of Appeals to permit controlled broadcast coverage of court proceedings is an outstanding step forward in the equal-access movement, broadcast leaders in the campaign agreed last week.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB's Freedom of Information Committee, described the decision as "a significant step forward in the growing awareness of courts of the role of modern electronic journalism in informing the public."

Harold E. Fellows, NAB president, observed that the court made it plain that trial coverage by broadcasters and newspaper photographers remains a matter for each presiding judge to decide. He called this "gratifying recognition of the position of the broadcasting industry that the ultimate arbiter of the question of coverage by radio and television should be the presiding judge."

Edgar T. Bell, KWTV (TV), executive vice president-general manager and secretary-treasurer of Oklahoma Television Assn., said: "The decision offers a new pattern of judicial thinking toward television as a free medium of inforation. It is especially significant because it deals with a specific criminal case and the relation of television newsfilm reporting to it. No other court actions have been so far-reaching or all-encompassing in dealing with television as a disseminator of news from the courtrooms."

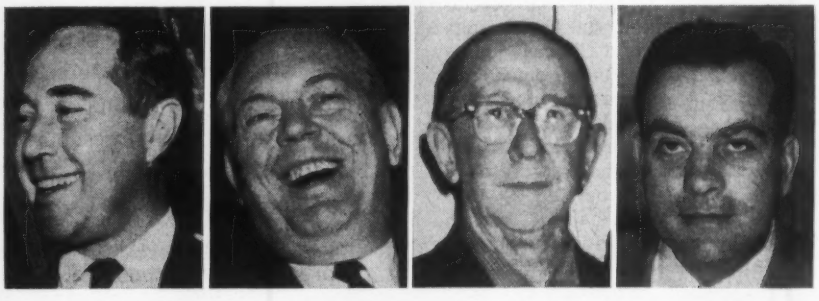
Norman Bagwell, manager, WKY-AM-TV Oklahoma City, said: "This is the most important legal decision on freedom of the press ever handed down in Oklahoma. For the first time the rights of radio and tv are clearly defined in a reasonable and intelligent manner. We will justify the court's confidence by continuing our cooperation with court officials and our decorum in the courts. We feel our pioneering efforts in courtroom coverage have been rewarded."

Bob Gamble, WKY-AM-TV news director, recalled that WKY-TV covered the first state felony trial in 1953. Referring to the "gentleman's agreement" between district, common pleas and county courts with Oklahoma County broadcasters, he said the courts knew media would meet conditions necessary to maintain decorum.

"We have our own policies that preclude coverage involving minors and psychotics under certain circumstances," he added. "It can be expected now that such an agreement will have little cause for being. The agreement was adopted, as one judge put it, 'to guide us in the dark.' With the appellate tribunal's decision the judge is more on his own."

Bruce Palmer, KWTV news director, described the decision as "more significant than Judge Moore's ruling in Colorado." The Oklahoma Supreme Court has not adopted ABA canons, he explained, though the Oklahoma Bar Assn. has recommended their adoption, except for Canon 35 during the pendency of its ABA review.

A survey undertaken a year ago by Dr. Sherman Lawton, U. of Oklahoma, at the request of WKY-AM-TV, showed an overwhelming majority of Oklahoma attorneys and judges in favor of film, photo and tv coverage of trials under proper conditions.



MR. SWEZEY MR. FELLOWS MR. BELL MR. BAGWELL

to his connection with that event. The law does not recognize a right of privacy in connection with that which is inherently a public matter."

The rights of radio and tv were clearly stated in this language:

"Freedom of the press as guaranteed by the state and federal constitutions is not confined to newspapers and periodicals, pamphlets and leaflets . . . but these provisions of free press extend to broadcasting and television. The courts make no distinction between various methods of communication in sustaining freedom of the press. Freedom of the press is not a discriminate right, but the equal right of news-gathering and disseminating agencies, subject only to the restrictions against abuse and injurious use to individual or public rights and welfare.

"The courts, in certain unusual circumstances, may restrict the attendance of the public for various sound reasons which under proper circumstances, might include some press and television representatives, but they cannot under the constitution exclude the public generally or entirely. A trial is a public event and what transpires in the courtroom is public property. Those who see and hear what transpired can report it with impunity. There is no special perquisite of the judiciary which enables it, as distinguished from other institutions of democratic government, to suppress, edit, or censor events which transpire in proceedings before it."

Tv and radio coverage was left by the decision to the discretion of the trial judge, as in the Colorado ruling. "The matter of televising or not televising, photographing or not photographing criminal trials and proceedings, subject to the hereinbefore suggested judicial standards, is within the sound discretion of the trial judge," the opinion stated. "Where court proceedings may be taken for reproduction, on sound track and television, without disruption or in a manner not degrading to the court and without infringement upon any fundamental right of the accused, such agencies should be permitted so to do within reasonable rules prescribed by the courts. . . . Courts should not tolerate conditions of either distraction or disturbance to the proceedings and should at all times be master of the forum."

Freedom of the press was strongly affirmed as a great but sometimes dormant strength and potential for good. "This right makes the press the most potent servant of the people in protecting all rights against acts of tyranny, fraud and corruption, as well as a most prolific medium of information and education," the court held. "Freedom of the press is the fulcrum by which the standards of the world have been lifted to a higher level. Hence, we can understand why it has been many times held that these provisions of free press extend to broadcasting and television."

Judge Brett added this significant statement:

"To deny television the same privileges as are granted to the press would constitute unwarranted discrimination."

Media coverage of trials offers much to the courts and public alike, he observed. "It has been said without education the people perish. There is no field of government about which the people know so little as they do about the courts. There is no field of government about which they should know as much, as about their courts. . . . Many members of the legal profession who advocate the dissemination of knowledge for every purpose in all other fields rebel at the thought of the people being informed concerning the operations of the lawyers' legal preserve.

"The courts do not belong to the lawyers but are institutions by, of and for the people. In this modern age, it is well that the veil of mysticism surrounding our courts be removed and the people be confronted with reality. We are not afraid or ashamed and we must be consistent."

Judge Brett quoted this language from Chief Justice Otto Moore's Colorado decision, "What harm could result from portraying by photo, film, radio and screen to the business, professional and rural leadership of a community, as well as to the average citizen regularly employed, the true picture of the administration of justice? That which is carried out with dignity will not become undignified because more people may be permitted to see and hear."

In his opinion Judge Brett was not concerned lest trial judges be submitted to an intolerable burden in arranging coverage details with media .He said: "Press and broadcasting interests of Oklahoma are alert to this situation and have proposed the organization of a permanent association for pooling their facilities for effectively meeting this objection.

"This court is not without experience on this issue. On numerous occasions, supervised televising in this court has been conducted. Our experience is that when properly supervised by the court, there is neither disturbance, distraction nor lack of dignity or decorum. We are of the opinion that the presumption upon which Canon 35 has been constructed is fabricated out of sheer implication and not hammered out on the anvil of experience."

Noting that exclusion of the press abridges the right of a public trial, Judge Brett observed the courts "must be open to the press and its prying eyes and purifying pen to report courtroom abuses, evil and corrupt influences which despoil and stagnate the flow of equal and exact justice." He cited the proverb, "One picture is worth a thousand words," and added, "Basically, there is no sound reason why photographers and television representatives should not be entitled to the same privileges of the courtroom as other members of the press."

Oklahoma Television Assn., comprising all tv stations in the state, filed a brief as friend of the court when the Lyles case was appealed to the upper tribunal. The brief, written by John Harrington of the law firm of Johnson, Lytle & Soule, contended the WKY-TV film shots of the defendant did not violate his constitutional rights; did not unfairly invade his right of privacy; did not involve abuse of its discretion by the court. The brief contended Canon 35 language does not justify the presumption the defendant was prejudiced.

Chief Justice Earl Welch of the Oklahoma Supreme Court, said after the decision was handed down that his court obviously would take no action in regard to Canon 35 while it was being reviewed by American Bar Assn. The Criminal Court of Appeals has parallel jurisdiction in criminal matters.

ADVERTISERS & AGENCIES

FURNITURE TV BREAKTHROUGH SET

- **Bold Action co-op campaign to break in 24 markets**
- **Plan jointly announced by Denver dealer Kohn, TvB**

A $200,000 spot television campaign which its originator expects to lead into "a new era of furniture selling on television" will be launched Sept. 22 by 24 leading furniture retailers in 24 important markets across the nation, backed by name furniture manufacturers.

By the time the campaign goes into its second 13-week cycle the number of participating stores is expected to be more than doubled, according to Robert S. Kohn, president of Bold Action Furniture Sales Inc., Denver. Mr. Kohn founded Bold Action to conduct such promotions after his American Furniture Co., also of Denver, met "outstanding" success by adding a saturation tv spot campaign to its regular newspaper advertising last spring.

Plans for the 24-company drive are being announced today (Sept. 8) by Mr. Kohn and President Norman E. Cash of Television Bureau of Advertising, which gave "immeasurable help" in organizing the plans, according to Mr. Kohn.

The pattern and frequency of the commercials will vary, he said. Details of the promotion were not disclosed, but officials said the $200,000 figure represented the approximate cost of the first 13-week cycle.

The campaign has the cooperation of such furniture manufacturers as Simmons, Kroehler, Berkline, Associated Factories, Artistic, Sam Moore and Western Table. Authorities said these companies would not contribute financially to the campaign but would produce special merchandise, at special prices, to be featured only during this campaign.

The basic tv formula is to feature one furniture item each week, supplied by a manufacturer and shown via sound-on film. The films will be individually tailored for participating stores so that both audio and video will carry the store's name, location and other pertinent information. Mail and phone orders and credit buying also will be featured.

The commercial theme is "Breaking the Price Barrier." Commercials will open with a "price smashing" scene, followed by introduction of the particular week's item. Officials said that cooperating manufac-

turers "have combined their efforts with the participating group of stores to bring exceptionally outstanding values to the consuming public."

Newspapers will be used in the drive, it's understood, to this extent: After an item has been featured in television spots for a full week, it will then be played up in an ad in Sunday newspapers.

The announcement said Thomas J. Barbre Productions, Denver company specializing in film commercials, has devoted its entire facilities to this project for more than a month. More than 60,000 feet of film were needed to complete the entire package, the firm estimated.

"We anticipate that this Bold Action Plan will inaugurate a new era of furniture selling on television," Mr. Kohn said, "and we expect that by the time we go into our second 13-week cycle we will more than double the number of participating stores."

Bold Action expects to hold a series of meetings at Mr. Kohn's American Furniture Co. in Denver during October to explain the project to "many additional furniture dealers situated throughout the country, who have already expressed their keen interest, in order to enable them to participate in the second 13-week cycle which commences on Dec. 22," the announcement said. It also noted that the 24 companies participating in the first cycle represent almost 100 outlets when branch stores are counted and that their combined sales volume approaches $100 million.

Two meetings were held in Denver—July 21 and Aug. 23—to indoctrinate management of the television stations being used in the opening drive. Officials said that although great distances were involved in many cases, all of the 24 stations were represented at one meeting or the other.

"Whereas all concerned with the program have extended themselves to their utmost to insure its success," Mr. Kohn said, "no single element in our program has been more willing to do its share than our television stations, whom we regard as our partners."

Mr. Kohn continued:

"We have had wonderful cooperation and assistance in launching our program from sources and persons too numerous to mention but in particular we want to thank KOA-TV and KLZ-TV in Denver, and Bob Hart, sales manager for KLZ-TV, for the many sacrifices made and great help offered in helping us to perfect and introduce this plan. We also owe a great debt of gratitude to TvB for their outstanding assistance in helping to bring our ideas to store groups and for enlisting the support and cooperation of participating television stations. TvB's expert market knowledge and valuable contacts throughout the country were of immeasurable help in launching this nationwide television campaign."

TvB President Cash said, "The constant movement of more and more retailers into television to boost their sales promotion efforts establishes the pattern of the future as television brings cash-register results for retailers in today's hard-sell business climate. In addition, retailers find they can sell more goods to more people, faster and at less cost, with television than through any other mass salesman."

Airline Denies CAB Charges It Swapped Rides for Ads

KLM Royal Dutch Airlines last week denied allegations by the Civil Aeronautics Board that it has violated CAB rules by swapping air transportation for advertising and publicity.

In a complaint filed last July [ADVERTISERS & AGENCIES, Aug. 4], the CAB compliance staff cited five alleged instances where KLM furnished transportation in exchange for advertising. Included were tie-ins with WWDC Washintgon and *The Big Payoff* tv program. KLM's reply contained a general denial of the CAB complaint but admitted negotiating contracts with WWDC and *The Big Payoff*.

A CAB spokesman said last week the next step in the case will be a public hearing before an examiner, probably in October.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE,

TAFFY ON TV • Gold Medal Candy Corp., Brooklyn, N. Y., for Bonomo's Turkish Taffy, has increased its fall advertising expenditures 100% and will this week enter 20 new markets—principally in Midwest and on Pacific Coast. Tv spot campaign—utilizing local children's programming—is being placed through Emil Mogul Co., N. Y.

CAMPBELL CAMPAIGN • Campbell Soup Co., Camden, N. J., in line with current store-wide promotions celebrating Campbell Kid's birthday and anniversary of Campbell's three new soups, has purchased spot radio campaigns in 200 markets effective immediately, through Dec. 1. After six-week lull, campaign will resume Jan. 11 until April 18. BBDO, N. Y., is Campbell's agency.

MORE SWEETS • Sweets Co. of America (through Henry Eisen Adv.), both N. Y., has increased its ABC-TV billing by signing for two segments of network's *Mickey Mouse Club* (Mon., Wed., Fri., 5:30-6 p.m.) effective Oct. 2. Sweets Co. has already signed for *Tales of the Texas Rangers* (Thurs., 5-5:30 p.m.) on ABC-TV.

STILL IN SPOT • Despite reports that Brylcreem was reconsidering its major investment in spot tv on 52-week basis, spokesman for manufacturer Harold F. Ritchie Inc., affirmed that advertiser is very happy with spot success but would not say no to any unusual network opportunity. Agency is Kenyon & Eckhardt. Meanwhile Wildroot Co. is set for eight week spot tv push in behalf of its Creme Oil buying 50 markets starting end of September through BBDO.

STEREO SIMULCAST • In unique arrangement, Plymouth Division of Chrysler Corp., through Grant Adv., has purchased radio time for stereophonic simulcast of its *Plymouth Show Starring Lawrence Welk* in New York, Chicago, Detroit, Los Angeles and San Francisco. Simulcasts will begin Sept. 10 via ABC Radio in those cities on Plymouth's regular Wednesday, 7:30-8:30 p.m., show on ABC-TV. Company hopes at later date to expand stereophonic broadcasts via additional radio affiliates.

LEVER BUYING • Two of Lever Bros.' agencies last week supplemented sponsor's NBC-TV activities with another $2 million in gross billing. BBDO, for Lever's Wisk, Lucky Whip and Air-Wick, has ordered 52-week schedule (two segments per week) in network's new *County Fair* daytimer (Mon.-Fri., 4:30-5 p.m., effective Sept. 22); J. Walter Thompson Co., for Rinso, Stripe toothpaste, Lux Liquid and Pepsodent toothpaste, has pacted for alternate Tuesday segment of *Treasure Hunt* (Mon.-Fri., 10:30-11 a.m.) and alternate Friday segment of

THESE 24 MARKETS WILL GET BOLD ACTION OFF THE GROUND

These are the 24 markets, the stores and the stations set to go on the initial promotion of the Bold Action Plan.

MARKET	FURNITURE STORE	STATION
AMARILLO	HEATH FURNITURE CO.	KFDA-TV AMARILLO, TEX.
AUSTIN	KAROTKIN FURNITURE CO.	KTBC-TV AUSTIN, TEX.
CINCINNATI	MAY, STERN & CO.	WLWT (TV) CINCINNATI
COLUMBUS	GLICK FURNITURE CO.	WLWC (TV) COLUMBUS
DENVER	AMERICAN FURNITURE CO.	KOA-TV DENVER
DES MOINES	DAVIDSONS	KRNT-TV DES MOINES
EUGENE	RUBENSTEIN'S	KVAL-TV EUGENE
EVANSVILLE	FINKE FURNITURE CO.	WEHT (TV) EVANSVILLE
HOUSTON	FINGER FURNITURE CO.	KGUL-TV HOUSTON
INDIANAPOLIS	BANNER-WHITEHILL CORP.	WFBM-TV INDIANAPOLIS
MILWAUKEE	C. NISS & SONS CO.	WTMJ-TV MILWAUKEE
NEW ORLEANS	BARNETT FURNITURE CO.	WDSU-TV NEW ORLEANS
PHILADELPHIA	STERN & CO.	WCAU-TV PHILADELPHIA
PITTSBURGH	MAY, STERN & CO.	KDKA-TV PITTSBURGH
PORTLAND	DIRECTOR FURNITURE CO.	KPTV (TV) PORTLAND
ST. PAUL	R. N. CARDOZA & BROS. INC.	WTCN-TV MINNEAPOLIS
SAN ANTONIO	KAROTKIN FURNITURE CO.	KONO-TV SAN ANTONIO
SAN DIEGO	H. L. BENBOUGH CO.	KFSD-TV SAN DIEGO
SEATTLE	STANDARD GRUNBAUM INC.	KOMO-TV SEATTLE
SPOKANE	LIBERTY FURNITURE CO.	KXLY-TV SPOKANE
SYRACUSE	ROY FURNITURE CO.	WSYR-TV SYRACUSE, N. Y.
TROY	UNION FERN INC.	WRGB (TV) SCHENECTADY
WASHINGTON	CURTIS BROS.	WMAL-TV WASHINGTON
YOUNGSTOWN	REICHART FURNITURE CO.	WKBN-TV YOUNGSTOWN

Timebuyer radio listening measured

Timebuyers buy radio—but do they listen to it?

The answer—a hearty yes—was issued last week as Radio Advertising Bureau released the results of what it called the first survey of its kind ever made. Based on personal interviews with some 200 selected timebuyers in more than 185 agencies in 20 cities, the study showed:

- Timebuyers listen to radio an average of 2 hours 19 minutes a day.
- Half of them (50.4%) listen before 9 a.m. and almost half (48.8%) listen after 5 p.m.
- About one-third prefer news and popular music to other types of programming.

Results of the study were released by John F. Hardesty, RAB vice president and general manager, as the bureau's third annual regional management conference series got under way Thursday morning at Ponte Verda Beach, Fla.

"These figures," Mr. Hardesty said, "show timebuyers on the average listen to radio far more than the advertising fraternity gives them credit for. For example, compare the timebuyer's 2 hours 19 minutes daily with working housewives, who listen less than two hours a day; and working men, who listen slightly more than two hours a day. Timebuyers even beat young homemakers—by two minutes a day.

"The point is that while other occupational groups have always been recognized as strong radio listeners, timebuyers have been slighted. Our survey proves they don't make media decisions from cold statistics and coverage maps. They are thoroughly conversant with the medium."

Mr. Hardesty also noted that the survey did not measure the "tremendous amount" of radio listening done by timebuyers on the job—listening to tapes and discs provided by the station salesmen. This professional listening was ignored in the survey.

Here are the program preferences expressed by the buyers in all cities: news, 35% of mentions; popular music 31%; classical music, 16%; weather 6%; sports, 6%; personalities, 5%.

The results also were broken down to show the differences in listening habits as between New York timebuyers and those in other cities.

Buyers in New York agencies, for example, were found to listen to average of 2 hours 4 minutes a day as compared to 2 hours 40 minutes for buyers outside New York. And New York buyers are inclined to listen more in morning than at night while the reverse is true of other buyers. The report showed that in New York 52.9% listen before 9 a.m., 1.4% between 9 and 5 p.m. and 45.7% after 5 p.m. Outside New York 47.1% listen before 9, none between 9 and 5, and 52.9% after 5 p.m.

The Ponte Vedra radio management conference is one of seven such two-day sessions to be held by RAB this month. Some 60 member-station executives were present at the Ponte Vedra session, which also was attended by Mr. Hardesty and RAB's promotion director, Miles David, member service director, Warren Boorom, and member service regional manager, Bob Nietman. The second conference in the series is slated today and tomorrow (Sept. 8-9) at Palo Alto, Calif., and the third is set for Thursday and Friday (Sept. 11-12) at Sequoyah State Park, Okla.

PROGRAMS TIMEBUYERS LIKE

Figures in this table are percentages of mentions by the 200 timebuyers in 185 agencies in 20 cities surveyed by RAB.

	NEW YORK AGENCIES	OTHER AGENCIES
NEWS	37.6%	31.9%
POPULAR MUSIC	35.2	26.1
CLASSICAL MUSIC	10.6	23.2
WEATHER	7.1	5.8
SPORTS	4.7	8.7
PERSONALITIES	4.7	4.3

Haggis Baggis (Mon.-Fri., 2:30-3 p.m.). Placement by two agencies is for products serviced by other Lever agencies, and presumably these will share in commissions. Lucky Whip agency is Ogilvy, Benson & Mather; Air-Wick and Pepsodent agency is Foote, Cone & Belding.

ON THE TOWN • Carling Brewing Co., Cleveland, has purchased half-hour of CBS-TV's two-hour version of *Wonderful Town* to be seen starring Rosalind Russell Nov. 30 (9-10 p.m.) Carling agency is Lang, Fisher & Stashower, Cleveland.

HABIT-FORMING • Coffee and cigarettes will be the "trademark" of Ed Murrow's *Person-to-Person* when it returns to CBS-TV Sept. 26—with two national advertisers. With P. Lorillard Co. (Lennen & Newell) already signed as far back as last spring, General Foods Corp. has joined cigarette maker as alternate-week sponsor. Via Benton & Bowles, GF will plug Maxwell House regular-grind coffee, plus S.O.S. scouring pads. While the order for S.O.S. came through B&B, agency commissions go to Foote, Cone & Belding, which services that GF product. For the past three years, *P-to-P* has had one national advertiser—Time Inc. *(Life)*—and several regional ones, among them, American Oil Co. (East of the Mississippi) and Theo. Hamm Brewing Co., Minneapolis (Midwest).

RALEIGH RESTLESS • Brown & Williamson Corp. (Raleigh cigarettes) has been reported negotiating with CBS-TV for new network tv property to replace its sponsorship of NBC-TV's *It Could Be You* and *Queen for a Day* when its contract runs out in October. Announcing autumn advertising plans for Raleigh filter tip cigarettes, Keyes, Madden & Jones, B&W's agency, reported company plans to continue its present spot tv campaign in 24 markets (three-five announcements per week). Brown & Williamson also will start Ziv Television Programs' new *Mackenzie's Raiders* series in 19 markets starting week of Oct. 13 [FILM, Aug. 18].

LUTHERAN LODE

The silver in *Lutheran Hour's* silver anniversary next Sunday (Sept. 14) is more than salutary; the Lutheran Laymen's League, celebrating 25 years on Mutual (Sun., 1:30-2 p.m.) is spending at the rate of $1.3 million a year "selling" its No. 1 commodity—religion—to listeners here and abroad. Premiering on MBS in 1934, *Lutheran Hour* now is heard on approximately 600 Mutual stations (plus 60-odd NBC Radio outlets) and uses paid time abroad as in Luxembourg and Tangier [ADVERTISERS & AGENCIES, Oct. 29, 1956].

SPORT SUPPORT • Union Oil Co. of California will start *76 Sports Club* with Elroy (Crazylegs) Hirsch on CTPN Sunday 5-5:30 p.m. Oct. 5. Series formerly seen on ABC-TV features interviews with outstanding sports figures and other sports features. Young and Rubicam, Los Angeles is agency. As curtain raiser for *76 Sports Club* telecast on CTPN, Union Oil will sponsor play-by-play coverage of finals of Pacific Southwest International Tennis Championship on same network Sunday Sept. 20, 2-5 p.m. Union Oil will also sponsor semi-finals preceding afternoon on KNXT (TV) Los Angeles only.

Advertising's challenge: Moving what mass production can make

A BROADCASTING INTERVIEW WITH HALSEY BARRETT, TvB

In one way or another Halsey V. Barrett has been selling television since shortly after World War II. After graduation from Hamilton College and Harvard Business School, he was with Wall Street's E. A. Pierce & Co. In 1939 he moved to WOR New York and from there in 1941 to WNEW New York. After the war he joined CBS. In 1948 he moved to DuMont as manager of spot sales for its owned stations, then into network sales. There he was credited with making daytime tv's first sale (to a mopwringer company). Since 1955 he has been director of national sales for TvB.

Q: *We have heard you say that American business needs to be put "in orbit." Could you tell us a little more definitely what you mean by that?*

A: As I see it, the 20th Century delineates between the first half and the second half, almost at the midcentury mark. In the first half America was learning how to mass produce, how to produce goods in tremendous quantities. The young man in the 1920's who came along and helped Henry Ford with the production line, the assembly line, and the speeding up of the assembly line was a very important contributor to our economic progress. Now with "automation" coming in—and I realize the exact meaning is controversial, but it does mean an intensified production of goods and services—I think that at the midcentury mark we now enter the era of major importance on sales and distribution and marketing. The challenge of our economy today is to the selling of the mountains of goods we now make. In other words, if we are going to keep our economy sound, we must sell these tremendous mountains of goods and services which we are able to produce in this country almost with the flip of a switch.

Q: *You mean we are out of our "industrial revolution"?*

A: Yes, out of the first phase into the second phase.

Q: *What is this second phase?*

A: The second phase of the industrial revolution is a revolution of movement of goods, selling of goods and consumption of the tremendous product we now produce. If with automation coming in, these pipelines of American products start filling up and backing up, we could be in real trouble.

Q: *Automation does in itself pose some problems?*

A: I am told by some of my engineering friends that automation is a highly efficient method of producing great quantities of a product. However, you have to produce at a tremendous unit rate for automation to be economically practicable. If with a cutback of demand for a product, i. e., cutback in sales or improper distribution and marketing, if you have to cut back on your automation, the efficiency drops very fast, faster than under normal mass production procedures. Any slow-down and the red ink in your automation picture starts flowing quickly and freely!

Q: *Even though automation in itself is not yet dominant throughout the industry, would you say the effects of this idea are being seen in the current softness in the economy?*

A: I am told that it costs in the vicinity of $2 million to tool up for automation for an electric refrigerator. Now with the appliance business off in '57 and the first part of '58, once we get totally automated, that initial cost to tool up can be pretty expensive unless this automated factory keeps turning out the quantity of products to justify break even costs or better.

Q: *What is the solution?*

A: I am told again by economists that today about 50% of the cost of a product in our economy is the cost of the distribution of that product, i. e., transportation, middle men and selling.

Q: *Would this be all products?*

A: This is a generalization of typical American consumer products but it is a widely accepted generalization.

Q: *I meant would this be more applicable to the hard goods or durable goods or packaged goods . . .?*

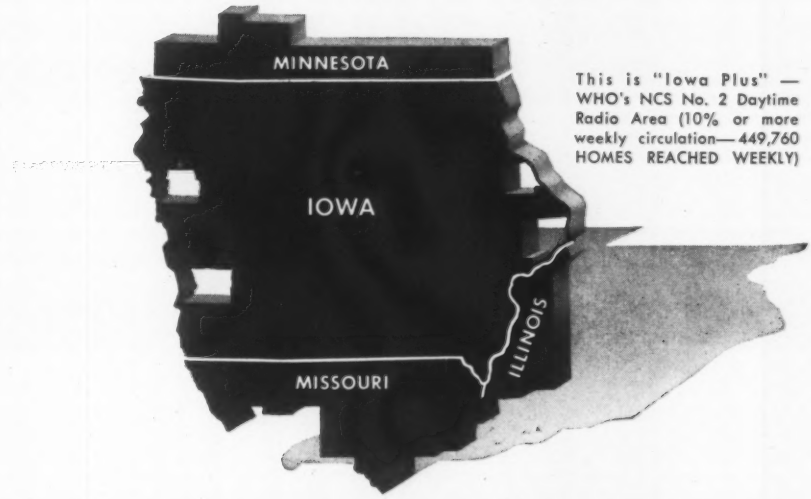
A: I gather it is fairly typical of packaged goods. It may not apply exactly to appliances; it is a generalization with some variances one side or the other. This means today's distribution cost is 100% of the cost of the manufacture—which is what you get when 50% of the final price is cost of distribution. This cost for the *movement* of goods is disproportionately high. With today's modern communication and transportation methods and quick handling of equipment there are gross inefficiencies in old methods of distributing and selling products. These inefficiencies increase the end price of goods and are probably the inflationary culprit in our economy rather than production costs.

Middlemen often no longer perform the function which they very logically and necessarily did in the first half of the century when we didn't have fast systems of communication and transportation and effective methods of mass selling which we have today. How much does the costly middleman contribute to the actual movement of goods in this day and age of centralized inventories and speed of turnover of products? Today we don't need the intermediate warehouses of storage that we once did. By the same token, one of the large costs in the distribution of goods in this country is the retail *sales* cost. I think this sales cost very rightfully should be challenged. When you ask people how long it has been since they have been "sold" something at the counter in this country, it becomes obvious that retail salesmanship has gone.

The discount house and the supermarket are honest about it. They don't presume and don't pretend to have any salesmanship, in-person salesmanship. But take a department store or a gasoline station or in many cases an automobile showroom and ask the customer what clerk exerted any sales influence, and they will say, "very little," if any. Customers often just shake their heads and are glad to get out of a retail store today without, as we say, being "snarled at" by some unpleasant clerk who is disinterested, uninformed and doesn't exert any selling influence in the sales process. This is the selling "gaposis" we find in our economy today. Yet, it is the movement of goods and sales that are so important. What then are American corporations going to do to exert a selling influence on the customer and potential customer to make him want to buy his products, as against another person's products, or buy when it is a deferable purchase? More and more the role of advertising must take the responsibility that was formerly handled by the at-the-counter salesmanship. Yesterday, the country grocer did the selling and persuaded people to buy a certain product or certain brand.

Q: *May I interrupt? What would you say*

This is America's 14th LARGEST radio market



This is "Iowa Plus" — WHO's NCS No. 2 Daytime Radio Area (10% or more weekly circulation— 449,760 HOMES REACHED WEEKLY)

WHO alone gives you "Iowa Plus"!

Only thirteen areas in the U. S. give you a bigger one-station market than WHO's "Iowa Plus"!

And it's a GOOD market. Its farmers own more than 25% of all the Grade A agricultural land in America — average $11,500 of income per year. Yet *non*-farm income is TWO times larger than agricultural income in Iowa!

WHO's coverage area contains 61 *other* Iowa radio stations (and many outside the State). Yet Iowa's radio listeners give WHO a 22.6% share of all listening quarter-hours, daytime (and 28.4%, nighttime) — *more* than given the next FOUR stations combined, either day or night!

The cost of covering this great audience with WHO Radio (one 1-minute spot, Class A time) is $65. The same time on the next four stations costs $84, or 30% more, for *less* audience.

Let PGW tell you the whole story of WHO.

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.,
National Representatives

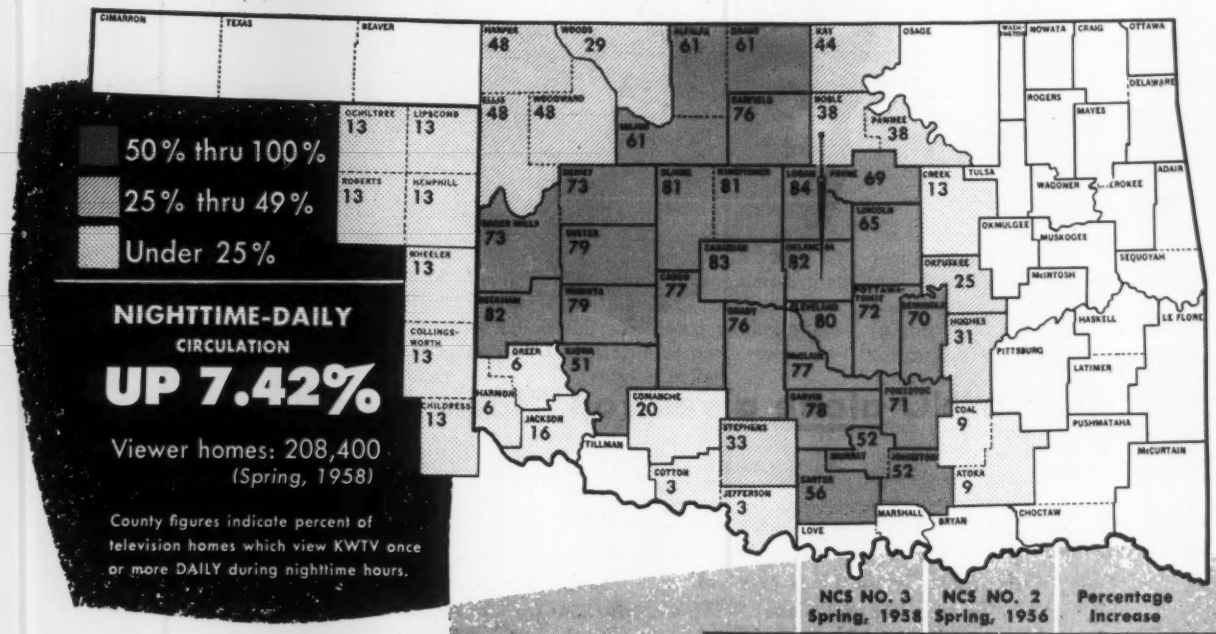
WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

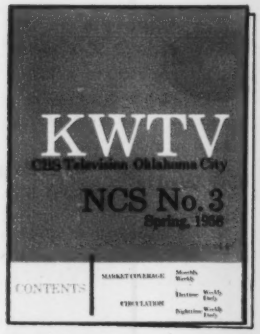
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NCS No. 3 PROVES A SOLID GROWTH FOR KWTV OKLAHOMA CITY



	NCS NO. 3 Spring, 1958	NCS NO. 2 Spring, 1956	Percentage Increase
Counties Covered	54	46	17.39%
Monthly Coverage	272,770	241,780	12.82%
Weekly Coverage	263,880	234,710	12.43%
Daytime-Weekly	227,050	215,970	5.13%
Nighttime-Weekly	259,690	232,420	11.73%
Daytime-Daily	160,880	162,640	–1.08%
Nighttime-Daily	208,400	194,010	7.42%

COMPARE NCS No. 3 with NCS No. 2



For a graphic map presentation of all KWTV's NCS No. 3 categories, call or write –

KWTV OKLAHOMA CITY

EDGAR T. BELL, *General Manager* JACK DeLIER, *Sales Manager*
EDWARD PETRY & CO., Inc.

are the principal reasons why in-person salesmanship has died out?

A: Well, one is the manpower situation and the labor situation in this country. People are getting jobs in aircraft factories and in service businesses where they are able to enjoy better salaries than competent people at the retail counter. Retail clerks' wages do not attract the very best sales people, nor can retailers any longer justify paying them a salary which would be attractive because the whole system of buying is changing in this country. People are being presold by advertising and don't want some individual to try to influence them at the point of purchase. This is a trend in our retail way of life.

Q: *Do you think another influence might be the increase in the number of brands available to the consumer, particularly in supermarkets in the food line?*

A: Yes, there is such a multiple choice and again because of the communication of advertising, people know the characteristics of what they are going to buy; they require less explanation as to what this product will do or why this product is what they want. They usually know the product before they come into the store and are motivated to come into the store by the impact and education of advertising.

Q: *What can the manufacturer of, say, a refrigerator do today to increase its in-person sales?*

A: This is the challenge of the appliance manufacturer just as it is the challenge of the Detroit automobile manufacturer. The executives in the automobile field in Detroit will admit that they don't think they can train competent salesmen at the dealer level to do the selling job that should be done by in-person selling.

Q: *What is their alternative?*

A: The alternative is to face up to this distribution revolution. They must depend more and more on advertising and in particular the most persuasive "in-person" selling medium, television. Television, when used properly and reduced to its simplest terms is no more than a Fuller Brush man, your best Fuller Brush man, with as many demonstration items as you want that salesman to have. The tv salesman doesn't knock on the door of 20 or 30 homes in one day or one evening and display his wares. Through the miracle of television your best salesman can go into the living rooms of 500,000, 5 million, 25 million homes all in one evening. This, reduced to its simplest essence, is the great power of television; it is the mass selling power of television. Just as we had the development of mass production in the first half of the century, the answer to our mass production is mass salesmanship, and television when used properly—and I emphasize "when used properly"—is truly *mass salesmanship* of mass production. It is the mass salesmanship answer to mass production in this country.

Q: *Then the use of television, the use of national advertising, is the answer for the manufacturer?*

A: Yes, by the breakdown of the selling process at the counter, and by the increased efficiency of telling about a product through television. Tv is the selling method, the selling technique, and the midcentury answer to preselling requirements.

Q: *To what extent is the manufacturer doing this or not doing it now? That is, using national advertising?*

A: This is why I question whether American business is truly "in orbit," and perhaps it is living dangerously. If we agree that we are in a selling economy, that we've got to move the goods and services we can produce, then I say with the breakdown of at-the-counter selling, advertising—and, fortunately for us, tv—has to do the selling.

According to a survey, such as one done by *Printers' Ink*, a study of 521 major American businesses showed the percentage of their advertising is 0.67% of sales. I feel that American business is woefully underspent in advertising today compared to the tremendous job that advertising has to do for the advertisers.

When you get into the category of smoking material, cigarettes, according to the 1956 survey—there is a little lag in these figures because they have to be compiled nationally and then reported back—the tobacco and cigarette people are averaging 4.4% of their total sales going into advertising, into formal media. This is one of the highest percentage categories,

Tv's your best Fuller Brush man

but only 4.4% in a business where people generally admit today that the cigarette business is really an advertising business. The challenge of persuading people to buy your brand is the crux of the cigarette business. So, I say that even the cigarette business is woefully *underspent in advertising*, its chief mover of goods.

Then take a category like gasoline and oil. According to this survey of 521 major American companies the gasoline and oil category spends only 0.27% of total sales for advertising. Again if you are going to try to persuade people to use your brand of gasoline this seems not enough advertising and selling persuasion to do the job that we have to do to keep sales and movement of products vigorous today.

Q: *How about automobiles?*

A: This is one of the real provocative areas. We all know what happens all too often in the automobile showroom. Yet Detroit badly needs salesmanship and persuasion to get people to buy its products this year and next year. But Detroit gears its advertising expenditures to a per-unit basis. Some automobile makers this year manufactured 100,000 less automobiles. Now, if they allocate $37.50 per unit for advertising, which is a fairly typical figure, this means that in an off year they are spending $3,750,000 less to move products. Detroit, by this system of gearing its advertising budget to units of sales, builds sales valleys for itself, because just at the time when they need more push to pursuade people to buy their cars they cut back and exert less influence on the buyer. We are going to see some real revolutionary changes in the marketing and distribution of an automobile and the methods of persuading a person to buy a specific automobile. Again according to the abovementioned survey, automobile manufacturers spend only 1.09% of the sales value of the automobiles in advertising. This includes television and all major media, radio, magazines, and newspapers combined. Yet it is only a little over 1% of sales for today's most effective mass selling influence.

Q: *How about soaps?*

A: The soaps have realized the power of television advertising as a selling process and their proportion is much healthier than most other categories. They spend—on an overall national basis—about 5% of the total volume of sale in advertising. Again soaps and cleansers are pretty much an advertising business, and what they do or don't do in advertising pretty well dictates what happens to their sales. I question whether they are spending the optimum amount in advertising to move product, considering that on the supermarket shelves they are not getting anybody to persuade the customer to buy their product as against their competitor's product right next to it on the shelf.

Q: *To what level do you think this percentage of advertising to sales should be lifted? If it is under 1% now, what level should it reach to do an effective job?*

A: Two-thirds of one per cent of sales is a sizeable amount of advertising dollars. Yet compared to our gross national product, which was $400 billion, $10 billion as against $400 billion worth of goods and services is too small. If we raised advertising to sales a third of one per cent a year, I think it would be amazing to see what would happen to our economy and the gradual increase of our standard of living. If we incremented our overall advertising budget to persuade people to buy more products and more services and keep our standard of living spiraling upward, we would at the same time keep our pipelines of distribution and manufacture healthy. We are far from saturating this country with products that people need or would like to have. In the automobile category alone, over 50% of the automobiles on the road today are 5 years old or older! There alone, if through advertising and the proper persuasion of ad-

vertising we could get people to take more old cars off the road and buy new cars, this would be to the good of all concerned and be a real boost to our economy and an answer to the plight of Detroit today.

Q: *What could help the manufacturer would be the increased use of television—television used properly. Is that correct?*

A: That is my point. There is often a misuse of television today. There are many commercials where the salesmanship is buried by overproduction. When the commercial does an effective selling job—it may be a light touch selling job—when the appetite is whetted for the product or the urge to buy is put forth with the commercial—then I think television makes a unique sales contribution to the movement of goods.

Q: *Back to the automobiles again. Do you think their use of television has been a proper use or the most effective use?*

A: No, I think in many cases there have been millions of dollars misused on the part of the automobile industry in television. I think they realize it and are looking at television with a much harder look to make sure, to use their vernacular, that they get more miles per gallon out of their television dollars than they have in the past.

Q: *Isn't it going to be a big selling job to convince advertisers that they ought to increase the advertising ratio to sales?*

A: Cutting back on advertising is a habit of American business which is going to be hard to reform. But as somebody said, "You don't save time by stopping your watch." By the same token you don't build sales and improve your sales picture by stopping your promotional effort, your advertising. I am afraid that too many budgets in American business today fail to use modern marketing concepts—too many budgets are geared to unit of sales or sales volume, historically, rather than how much advertising do we need, how many dollars do we need to move the goods.

Q: *Somebody has to convince the manufacturer, and I assume here we are saying the television people will have to convince the manufacturer. I wonder just how should or perhaps how are the tv people doing this today. Number 1, are they doing it? Number 2, if they are, how are they doing it?*

A: Well, most businessmen are impressed by good examples of businessmen they respect. When Procter & Gamble was voted the best managed company in America, it was putting $73,000,000, or 77% of its budget, into television. The president of Procter & Gamble, who is a pretty sophisticated marketing operator, said "We use television because it sells goods economically." I think this type of testimonial to television serves to impress other American business leaders as to what television is doing for sales. The fact that over 50% of the billings of the top 10 advertising agencies in the country today stems from television alone is encouraging evidence of the awareness on the part of American corporations that television is a kingpin in the selling process in America today.

Q: *Do you see any signs that manufacturers are following this line of reasoning and beginning to increase their budgets now?*

A: Do you mean the overall budget?

Q: *Well, overall budget and then television.*

A: Despite the so-called recession in the early part of '58, budgets have held up well. I know that it is estimated that the billing for all advertising this year will drop slightly, but very slightly. I would think that probably gross national sales will probably slip in '58 a greater percentage than advertising billing. Another tribute to television is that in a period of certain cutbacks in advertising, television has proved its strength by going forward, with both network and spot television enjoying increases in 1958 when other media were suffering cutbacks.

Q: *That's what you mean then when you say that American business is not in orbit?*

A: We are in the throes, whether we like it or not, of a marketing revolution. Look at your discount houses; look at your supermarkets; look at the dry goods and drugs that are being sold in supermarkets today. There is a tremendous ferment in the distribution processes in our country. It is the challenge of business to gear its method of distribution and marketing to the modern day and to be sure that with the lack of at-the-counter salesmanship they make sure they persuade people to buy their product by the new modern methods—namely, advertising and in particular mass salesmanship through television . . . pre-selling through television.

In our economy it's not the purchasing power that is the determinant of our purchasing. Our savings in this country are at an all time high. The American people have $262 billion in savings, which if they want to spend or are persuaded to spend, they would spend. So again it is not purchasing power, but actual purchases; it is not production but consumption that is the health-giving key to our economy. People must consume the goods that we can make, and to do this we've got to make them want to buy what we are producing. There is where advertising, particularly television, plays its role and can put American business "in orbit."

END

Bristol-Myers Heads Radio Network Top 30

A profile of the business side of network radio, ranking its top 30 users, is offered in a report being released today (Sept. 8) by Radio Advertising Bureau.

It shows Bristol-Myers as the user of more network radio time than any other advertiser in the second quarter of 1958, followed by Ford and General Motors.

This type of information has not been generally released, in this form, since the old Publishers Information Bureau discontinued dollar measurement of network radio advertising some years ago. RAB's report is in terms of network time used, not dollar investments, because of differences in rate structures.

The study, based on data compiled for RAB's massive "Spot and Network Radio Clients Report," issued last month as the first of an expected series of quarterly reports [LEAD STORY, Aug. 11], reflects network radio usage for the sale of a great variety of products and services. Said RAB President Kevin B. Sweeney:

"There's one big message that comes across from this list of network's biggest advertisers: Network knows no favorites among products to be sold. Network radio today is being used by marketers and manufacturers of virtually every type of product and service imaginable—from mufflers to eyeglasses."

In the rankings, the top three are followed by International Parts Corp., R. J. Reynolds Tobacco Co., Brown & Williamson Tobacco, General Mills, William Wrigley Jr., Pabst Brewing and Plough Inc.

The RAB "Radio Clients Report," from which the network rankings were computed, showed that, counting both spot and network, national and regional advertisers bought approximately two million radio announcements and 90,000 radio programs in behalf of 1,304 different brands during the second quarter.

Following is RAB's April-June ranking:

NETWORK RADIO'S TOP 30

1. BRISTOL-MYERS
2. FORD MOTOR
3. GENERAL MOTORS
4. INTERNATIONAL PARTS
5. R. J. REYNOLDS TOBACCO
6. BROWN & WILLIAMSON TOBACCO
7. GENERAL MILLS
8. WILLIAM WRIGLEY JR. CO.
9. PABST BREWING
10. PLOUGH INC.
11. EX-LAX
12. CALIFORNIA PACKING
13. COLGATE-PALMOLIVE
14. HUDSON VITAMIN PRODUCTS
15. AFL-CIO
16. AMERICAN MOTORS
17. LEWIS HOWE
18. HERTZ
19. AMERICAN OPTICAL
20. LIGGETT & MYERS TOBACCO
* 21. LEVER BROS.
* 21. CARTER PRODUCTS
22. READER'S DIGEST ASSN.
23. MILES LABS
24. GENERAL FOODS
25. A. E. STALEY MFG.
26. QUAKER STATE OIL
27. DUMAS MILNER CORP.
* 28. BEECH-NUT LIFE SAVERS
* 28. SWIFT & CO.

* Listing, compiled by Radio Advertising Bureau, Inc. is based on the amount of commercial time bought by network Radio advertisers during the second quarter of 1958. (Excludes religious broadcast time.)
* Ties.

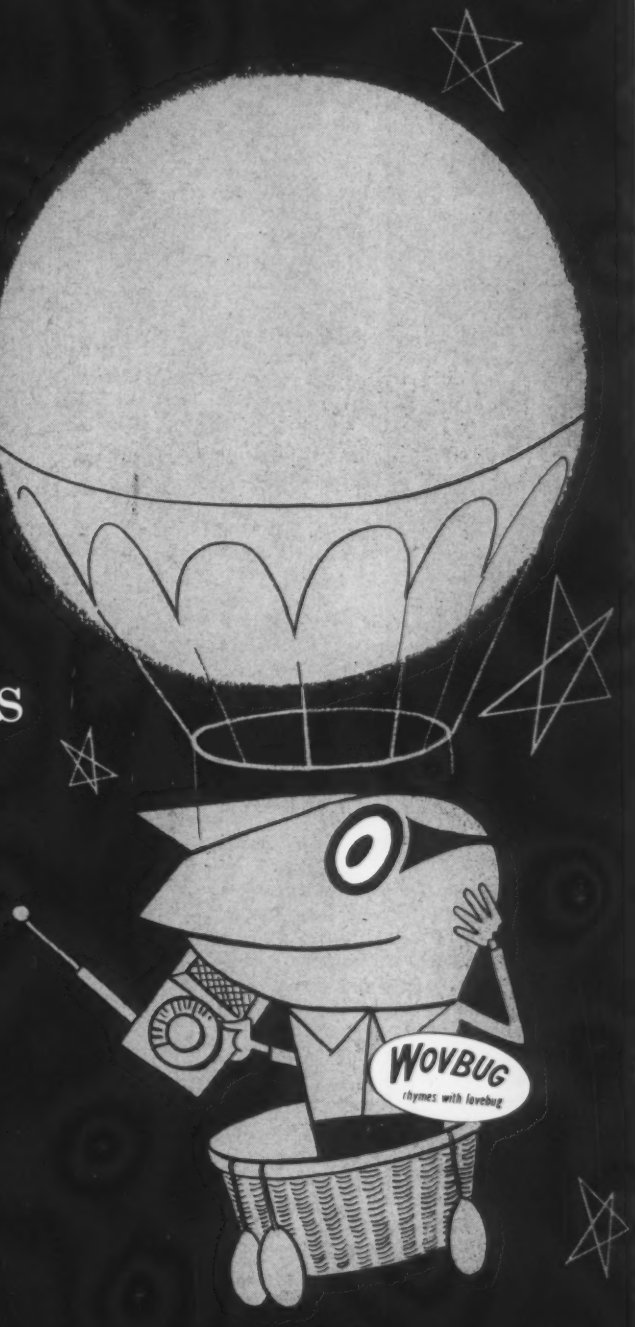
M-E Div. Loses Mennen Products

The Mennen Co., Morristown, N. J., last week severed all connection with McCann-Erickson and affiliated companies. The toiletries firm earlier this summer reassigned the bulk of its M-E billing to Warwick & Legler and Grey Adv., but kept the Mennen Spray Deodorant, Speed Stick and other "unidentified products" with McCann's Marchalk & Pratt Div. The latter portion, estimated to bill $1.75 million, now goes to W&L, bringing that agency's Mennen billing to approximately $3 million. The switch becomes effective Dec. 1. Other W&L Mennen products: Skin Bracer, Cologne and Gold Crest toiletries gift line. Grey's major Mennen activities are in the women's and baby products field.

wherever they be
it's

WOV 5000 Watts
IN N. Y. C. and VICINITY

over
two million Italians
agree



The largest "Italian City" in the world is right here — in the 17 county WOV greater New York area. 2,100,000 persons live in it. It's larger than Philadelphia — bigger than the entire state of Connecticut.

Unparalleled, too, is the steady growth of this market. By immigration alone its increase since 1948 (118,330) is larger than Utica or South Bend.

Broadcasting to this prosperous "city" from New York and Rome, WOV has a greater audience of Italian-speaking people than any other Italian-language station on earth.

WOV NEW YORK — ROME
Representatives: John E. Pearson Co.

Ralston Purina broadcast commercials line up dogs and masters behind new chow

Chow lines of "eager eaters" seem to be growing by leaps and bounds in many major cities across country.

Over network television, a wire-haired terrier is seen "choosing" and gulping his favorite dog food in a railroad dining car, in a Thunderbird at a drive-in, or in an Oriental restaurant. *"If* your dog *could* choose his own dog food," the announcer begins, "he'd pick New Purina Dog Chow."

Judging by sales results, the national marketing success Ralston Purina has achieved with its newest product out of "Checkerboard Square" could scarcely have been better if your favorite dog had chosen his own chow. It might have been less than satisfactory, however, without the effective use of broadcast media, particularly network television.

Ralston Purina tested its newest pet product in Little Rock, Ark., in February 1955 and had claimed national distribution by April 1957. In succeeding months Purina Dog Chow started nipping and yipping at the heels of its half dozen or so more established competitors in the dry dog food field with all the fervor of a canine hounding the neighborhood postman.

While touching all media bases, Ralston Purina has been particularly active in television (network and spot) and, to a lesser degree, in radio. Until early this year it spent a whopping 80% of its $3 million-plus Dog Chow budget on broadcast advertising, with network tv getting a meaty 75% of all media expenditures. It has increased its network commitments for fall.

Concurrently with expiration of its 52-week run with *Broken Arrow* on about 140 ABC-TV stations, Ralston Purina has set its sights on the 1958-59 season with one-third sponsorship of two properties—*Rifleman* (Tues., 9-9:30 p.m. EST) with Miles Labs and Procter & Gamble on 150 ABC-TV stations starting Sept. 30 and *Leave It to Beaver* (Thurs., 7:30-8 p.m. EST) with Miles and a third sponsor to be announced on 85 ABC-TV outlets, starting Oct. 2. It also plans to continue half-hour syndicated films *(Gray Ghost, 26 Men,* etc.) in non-network local markets. This past summer it has used radio announcements in selected markets. Gardner Adv. Co., St. Louis, is the agency for Ralston Purina's dog and other animal-poultry chows.

Oscar Norling, account supervisor for Purina Dog Chow at Gardner, explains:

"Our network television campaign for Dog Chow provides national coverage plus the opportunity for longer selling messages and effective demonstration techniques. We also are using some spots to give us frequency and flexibility as demanded by individual marketing requirements."

With Purina Dog Chow now nearing first place after a mere three and a half years, C. E. Glaggett, Gardner president, broadly commends the "advertising heart" of his client for consenting at the outset to a completely integrated advertising-marketing team. "You have to have all four bases covered to create a marketing success like Purina Dog Chow," he observes, alluding to such factors as a "superior product," good and sound marketing and merchandising strategy, and solid creative work.

In a country which numbers one dog for every seven or eight persons and an estimated 41% ownership among all American families (23 million for 172 million people), dog food sales (dry and canned) represent a $345 million annual business. Nor is there evidence of any saturation in a field that has registered outstanding sales gains the past 20 years. In fact, total dog food volume has mounted at a clearly faster rate than the average for other grocery products.

Ralston Purina's brand has been getting a steadily larger share of the $100 million dry dog food market. While actual sales figures are not disclosed, Purina Dog Chow is acknowledged in most quarters to be the closest competitor to Gaines (General Foods) in the dry market, which includes 19 different brands.

Other statistics about dog food in the battle for shelf space:

- Supermarkets and other food stores alone sell over $300 million worth of dog food annually; sales have risen 500% dollarwise and 250% by weight since 1940.
- Dry food sales account for about $100 million each year in those stores, booming 14% from September 1956 to September 1957 and are still going up.
- The dry share of total dog food sales in grocery, delicatessen and general country stores as of September 1957: 33.9% in pounds; 63.1% in "equivalent pounds" (canned type equals 30% of dry weight), and 34.9% in consumer dollar expenditures.

RP's new packaged dog food is funneled through the Ralston Div. of Ralston Purina Co. (which also handles its cereals and is separate from the Purina Feeds Div.). Working closely with W. P. Hays, advertising manager of the Ralston Div., is a Gardner "commercials" team comprising Ralph Pasek, radio-tv department; E. A. Langan, account executive; Dean Pennington, copy director, and Mr. Norling as account supervisor.

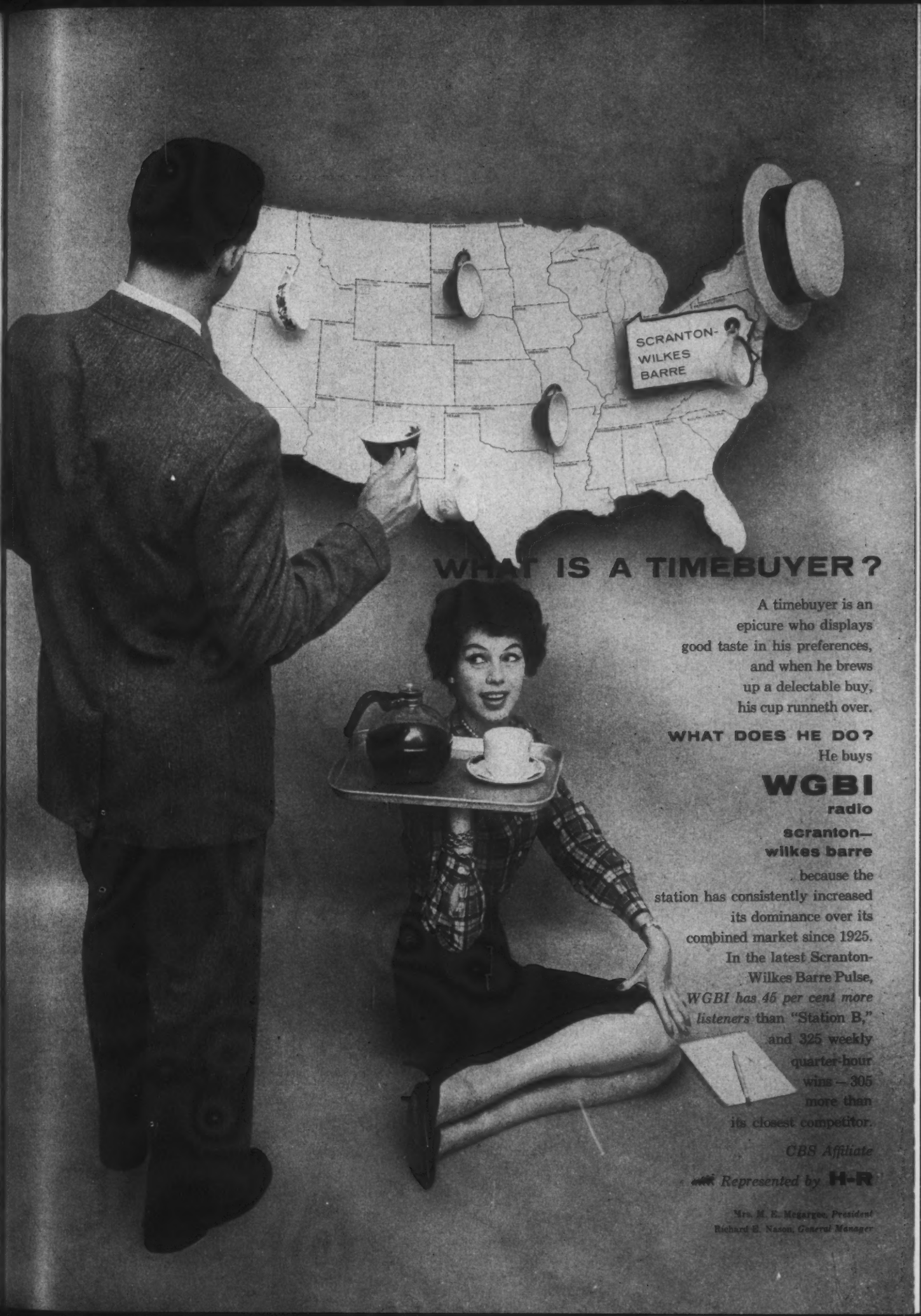
In 1956, during the painstaking market-by-market expansion of Purina Dog Chow, Ralston Purina Co. was spending an estimated $4.4 million in national advertising for all its products. It poured $3.1 million in television—$2 million in network and the remainder in spot, according to figures compiled by N. C. Rorabaugh Co. for Television Bureau of Advertising. Last year, the corporation spent $3,782,699 in tv—$2,723,689 in network, $1,059,010 in spot. During the 1956 drive, RP allocated $714,570 to spot tv for its Dog Chow —by far the largest allocation for any one of its several products advertising in that medium.

The parent company boosted its overall 1957-58 budget in the summer of last year to about $7 million, largely because of the need to promote Dog Chow nationally after gaining national distribution in April. It alloted some $3 million for national media, plus another $2 million for other advertising-marketing-merchandising activities.

In the transition to truly national coverage, the company altered its initial ratio of 60% tv-40% other media to 80% and 20%, respectively, for the 1957-58 broadcast season (39 weeks). The revision was based on results accrued from the time of the Little Rock test drive to the start of national coverage in March 1957—five experimental and 50 major markets later—according to Mr. Hays.

THE DOG'S *the star in this Ralston Purina commercial*

Spot tv was used in 91 markets during the early phases of product introduction, and in 37 in the last phase. The company bought *The Big Story* over 93 NBC-TV outlets to herald national distribution March 29, 1957. In looking for a fall property, Gardner's research department team came up with two important conclusions: (1) any Dog Chow network tv series ought to appeal to a whole family audience and (2) families with children have higher dog ownership potentials. Thus, Gardner bought



WHAT IS A TIMEBUYER?

A timebuyer is an epicure who displays good taste in his preferences, and when he brews up a delectable buy, his cup runneth over.

WHAT DOES HE DO?

He buys

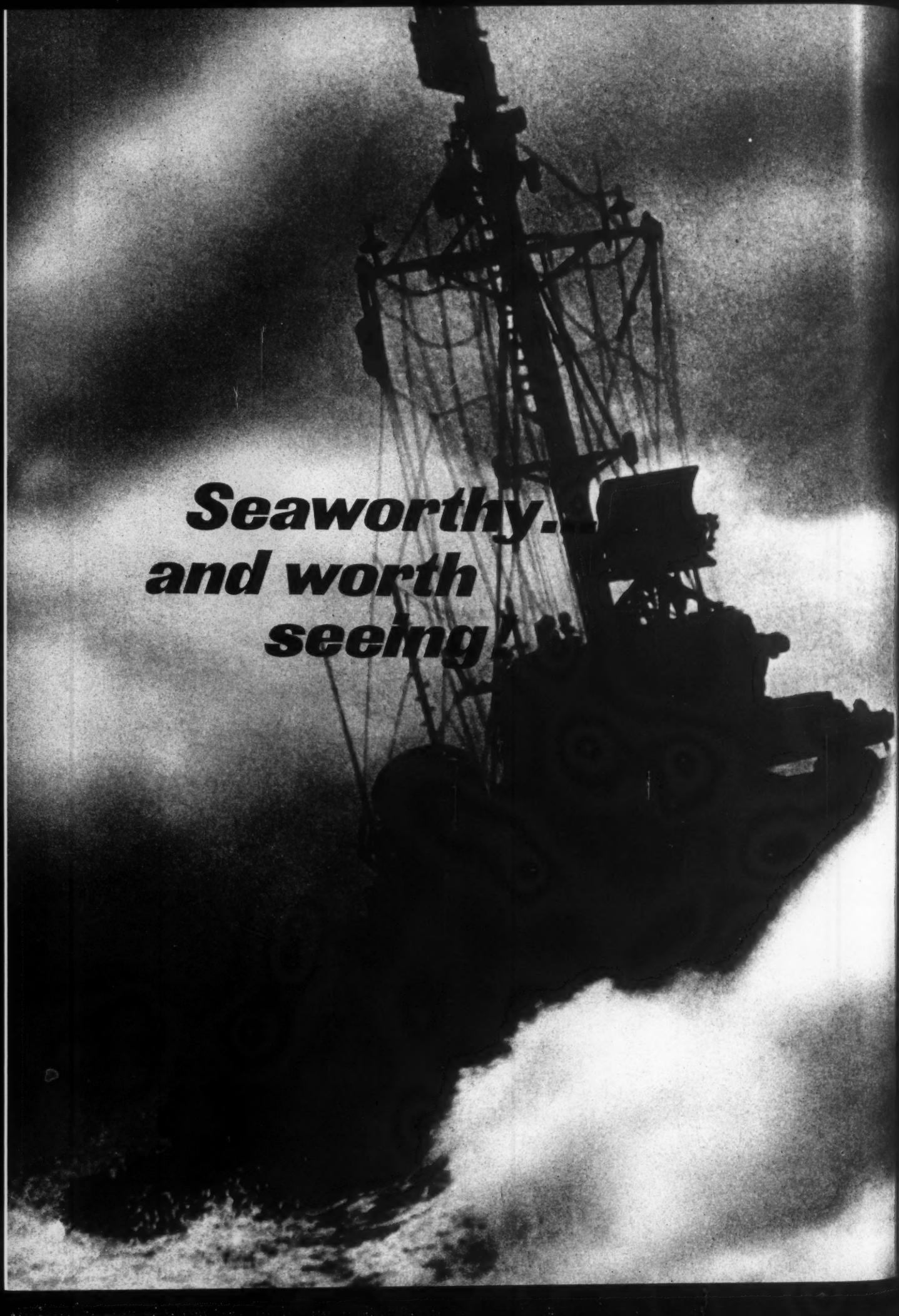
WGBI
radio
scranton—
wilkes barre

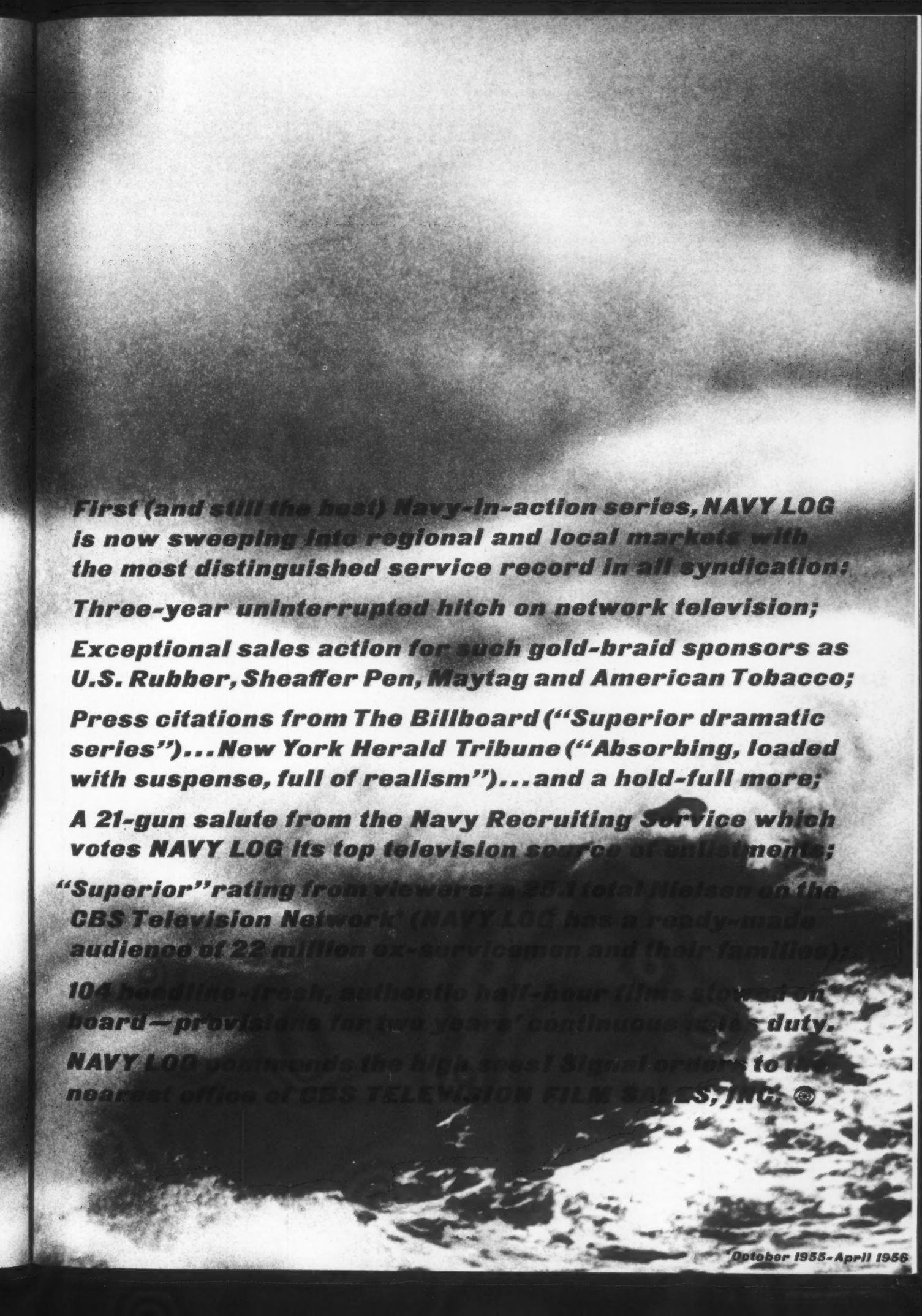
because the station has consistently increased its dominance over its combined market since 1925. In the latest Scranton-Wilkes Barre Pulse, *WGBI has 45 per cent more listeners* than "Station B," and 325 weekly quarter-hour wins — 305 more than its closest competitor.

CBS Affiliate

Represented by **H-R**

Mrs. M. E. Megargee, *President*
Richard E. Nason, *General Manager*


Seaworthy...
and worth
seeing!


First (and still the best) Navy-in-action series, NAVY LOG is now sweeping into regional and local markets with the most distinguished service record in all syndication:
Three-year uninterrupted hitch on network television;
Exceptional sales action for such gold-braid sponsors as U.S. Rubber, Sheaffer Pen, Maytag and American Tobacco;
Press citations from The Billboard ("Superior dramatic series")...New York Herald Tribune ("Absorbing, loaded with suspense, full of realism")...and a hold-full more;
A 21-gun salute from the Navy Recruiting Service which votes NAVY LOG its top television
"Superior" rating from viewers;
CBS Television Network
audience of 22
104
board—
duty.
NAVY LOG
nearest office of CBS TELEVISION FILM
October 1955-April 1956

ABC-TV's *Broken Arrow*, a series that has remained on tv through this summer.

The commercials not only appeal to children but feature them prominently in a general family-type pitch. The program claims a substantial audience and popularity among families with children. It's evident that the Ralston Div. and its agency anticipate the same kind of results from *The Rifleman*, a Four-Star Productions series, and *Leave It to Beaver*, produced by George Gobel's Gomalco Productions.

The purchase of *Broken Arrow* represented a kind of departure from the pet show format preferred by some pet food manufacturers. In this group have been Quaker Oats' *Zoo Parade*, Hartz Mountain Products' *Capt. Hartz & His Friends*, and others. Some exceptions: Albers Milling Co. with Burns & Allen for Friskies (a subsidiary of Carnation Co.) and Wilson & Co. with the MCA-TV syndicated film series, *Dr. Hudson's Secret Journal*.

Armed with what it believes to be the proper program formats, and the right balance of spot buys, the Ralston Div. will continue to rely, as it has in past months, on the theme that Purina Dog Chow "makes dogs eager eaters." Created by the Gardner team, it depicts canines in situations designed to be lifelike and believable. Additionally, a new series of fantasy tv commercials, to give variety to the sales pitch, are being used in combination with the straight commercials.

The opening copy gambit—"If your dog could choose his own food, he'd pick New Purina Dog Chow"—works for visual impact by showing a dog actually making a selection in an unusual situation. There is precedent in research here.

These fantasy commercials (like those featuring American and Oriental breeds seated in a railroad dining car, at a drive-in, etc.) always cut back to the regular "eager eaters" theme.

John H. Tinker Jr., senior vice-president in charge of McCann-Erickson's creative division, at a recent AAAA meeting called this type commercial one of the most believable he's ever seen. The idea of dogs shopping? "The kids like it," he points out, "and they wield a powerful influence on what Rover eats." Copy goes on to explain that five out of six dogs prefer Purina.

Gardner research showed that "palatability was the strongest, most basic appeal to dog owners," and that two such commercials tested by Schwerin Inc. achieved some of the highest ratings ever racked up for dry dog food announcements.

In actual practice, according to Gardner, it was found the dogs were best left to their own devices—"tearing after" the Dog Chow. As a consequence, the basic tv films were actually constructed in reverse—some 12,000 feet of film was shot (enough for a full-length motion picture) and copy was written and added later. The practice of going to the dogs has brought believability.

Family appeal has been evident in Purina Dog Chow continuity from the outset, in both broadcast and print media. Copy was directed at those housed largely in single-family dwellings. The early campaign also utilized a heavy merchandising tie-in program, supplemented by a radio-tv saturation campaign "couponing" free samples to consumers. This device helped crack the tough marketing program of invading already-crowded grocery shelves.

Although Ralston Purina had been producing a dog ration for sale in its franchise stores for several years, it is the latest manufacturer to enter the dry dog food field with a new product. It followed such competitors as National Biscuit Co. (Milk Bone), Gaines Div. of General Foods Co., Albers Milling Co. (Friskies), Kendall Foods Div. of Standard Brands (Hunt Club and Fives Food), Kasco Mills Div. of Corn Product Sales Co., Quaker Oats (Ken-L products), and Swift & Co. (Pard Meal). Among canned dog food manufacturers: Armour & Co. (Dash), Rival Packing Co. (Rival), John Morrell & Co. (Red Heart) and Wilson & Co. (Ideal).

RP's original product, in the words of one executive familiar with the situation, was "a ration made to nourish working dogs properly but was not especially palatable to pet dogs." Company chemists looked into the matter of dry dog food for something more palatable in the early fifties and came up with a kind of air-blown feed. It was tested on dogs in Purina kennels in St. Louis and other cities.

The company's Ralston division selected Little Rock, Ark., as the first major test area for "X-24" dog chow because it already had a distributor there in February 1955. The response was gratifying, according to Mr. Norling, partly on the strength of an aggressive introductory campaign. It bought tv announcements and newspaper space, offering consumers a five-pound bag of its new Purina Chow free for a coupon accompanying each one of nearly 250,000 mailing pieces. So successful were sales results that the Ralston Div. constructed a new dog food plant in Davenport, Iowa. It moved into other cities—notably Rochester, N. Y.; Columbus, Ohio; Memphis, Tenn., and Salt Lake City, Utah. Ralston-Purina decided to put up its packages in four sizes, assigning its grocery division the job of marketing the product through groceries.

The weekly pattern became a familiar one in each city: the first devoted to jobber and chain store contacts, the second to actual retail selling, the third to launching radio-tv-print campaigns, on a heavy concentration basis the first 13 weeks, then tapering off the remaining 39 weeks.

It was evident early in the city-by-city test expansion that food brokers could do a better job of distribution than Ralston Div. by building its own sales force. It appointed a nationwide network of 74 brokers to represent its grocery products, supplementing them with 25 of its own sales representatives. One of the sales points it carefully put across was the size of the Purina Dog Chow package—virtually double the bulk of competing dry dog food products.

Over and above marketing strategy, the biggest single factor Ralston Div. capitalized on was its famed checkerboard packaging design. Gardner describes it as "one of the most effective recognition devices developed in American marketing history" (a recognition that is demonstrable in the case of the parent company's cereal products). (The National Flexible Packaging Assn. thought so, too, and awarded the Purina Dog Chow bag the First Blue Ribbon Award for 1956 in the paper bag division.) The design is the result of coordinated teamwork between C. C. Fawcett, Ralston Purina art director and nationally known dog authority-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,435,000 people in the U. S. over 12 years of age during the week Aug. 24-30. This is how they spent their time:

66.0%	(82,787,000) spent	1,497.0 million hours†	WATCHING TELEVISION
57.8%	(72,501,000) spent	1,116.5 million hours	LISTENING TO RADIO
83.3%	(104,487,000) spent	414.5 million hours	READING NEWSPAPERS
35.5%	(44,529,000) spent	308.8 million hours	READING MAGAZINES
24.7%	(31,045,000) spent	358.6 million hours	WATCHING MOVIES ON TV
46.3%	(58,090,000) spent	246.9 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Aug. 1, Sindlinger data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.

the WINNER!

8

ARB* TOTE BOARD

NASHVILLE
SHARE OF AUDIENCE SIGN-ON TO SIGN-OFF

	STATION	SHARE
WIN	WSIX-TV	36.4
PLACE	STATION B	35.4
SHOW	STATION C	31.2

*July 1958

WSIX-TV

NOW NASHVILLE'S No. 1 RATED STATION . . . by latest (July) ARB Ratings

From WSIX-TV sign-on to sign-off—latest (July) ARB ratings show WSIX-TV has the largest audience of any Nashville station!

With a 36.4 share of audience and *first* place in 188* quarter hours, WSIX-TV dominates with 1st or 2nd place in 286* quarter hours out of a weekly total of 388*.

Lowest cost per thousand, top local programming, together with the great new shows planned by Ollie Treyz and ABC, now more than ever make WSIX-TV your most efficient buy in the rich Middle Tennessee-Southern Kentucky-Northern Alabama market.

Call your H-R or Clarke Brown man for availabilities.

**including ties.*

Represented by:
H. R. TELEVISION, INC.
CLARKE BROWN COMPANY

CHANNEL 8 WSIX-TV NASHVILLE

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

AUTO STORE SALES
$424,777,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

judge, and Gardner's art and merchandising specialists.

The dog field has been one of the most heavily-researched of any product group over the past 15 years. A. C. Nielsen Co. has been auditing the market and its potential since 1942 against such factors as population trends for children, possessions, pets by age range, purchasing power per capita, the accelerating shift toward suburban living and single-family units, the continuing trend toward products connoting health and convenience, and ever-increasing amounts of advertising in support of pet products of which the $345 million dog food market is a large part.

Said J. P. Napier, Nielsen executive vice president, in a talk last year before the American Pet Food Manufacturers:

". . . The growth of the dog food market was as far from saturation (under 1955 conditions) as it had been in 1941 . . . because for every added pound of pet food sold, another pound was added to the industry potential by favorable factors. . . . Total dog food (canned plus dry) has kept right on gaining. . . ."

Other points he made:

• The number of children in the 5 to 14 age brackets will continue to climb for another five years.

• Purchasing power per capita is at the highest point in history.

• Despite new types and brands of dry dog food, retail stocks have not gained as fast as consumer sales (about 9% annually compared to 11% in sales).

• Retail stocks of 19 dry dog food brands totaled 904 pounds in the average chain store as of June 1957; weighted average price per pound was 14.2 cents from September 1956-September 1957 against 15.4 cents for that period in 1950 —down 8%—while the overall consumer price index rose 16% (due partly to increased weighting of some large package sizes and price reductions).

• The leading 17 dry dog food brands showed a total of 49 consumer "deals" in grocery stores during May-June 1957, the bulk in money-saving offers and others in combinations, coupon inserts and toys.

Nielsen concludes from product research that while consumer promotions fail to change long-term trends and usually result in only temporary sales gains, they may be successful on "new products—if they are good—or on products of limited distribution and use," according to Mr. Napier. They may even be "advisable—or necessary —for an established product as a defensive measure against an aggressive competitor."

Mr. Napier made plain these conclusions relate only to share-of-market trends and are not meant to appraise deals according to whether or not a particular promotion was profitable. (Nielsen data does include promotion costs.)

The Nielsen executive went on to suggest a low-cost census of the U. S. dog population—perhaps a sample of dogs and other pets in 2,000-3,000 homes. "In our estimation this would serve to sharpen both the sales and the advertising efficiency of all elements of the industry. At least, the important pet food industry would at last know who its customers and prospects are!"

TALKING over the new Marlboro campaign in England, including a saturation tv spot drive [AT DEADLINE, Sept. 1], are these tobacco industry associates (l to r): Dave Morris, managing director of A. Lewis, a major English wholesaler-retailer; George Harris, managing director of Marlboro's Philip Morris & Co. Ltd., England, and Marcus Glaser, president of Glaser Bros., California wholesaler. The British campaign is being handled by Coleman, Prentiss & Varley, London.

By now, Ralston Purina seems to have a pretty good idea who its customers and prospects are and how to whet their interest in Dog Chow. Last January it conducted a children's contest on *Broken Arrow* and in farm and general publications. It asked viewers and readers to identify eight famous dogs (among them, Orphan Annie's "Sandy," Steve Allen's "Steverino," RCA Victor's "His Master's Voice") and complete a jingle. It offered over 1,100 prizes totaling $50,000 to winners of its "What's My Name?" contest last March—such loot as a $20,000 first prize, station wagons, hi-fi sets, transistor radios and even dog mattresses.

But such gimmicks generally have been secondary to a sound, aggressive merchandising-advertising program geared to the television audience. The sales theme is summed up by a dog owner in one basic tv commercial with an outdoor motif:

"I've been feeding Purina Dog Chow for more than a year now . . . and my dog still comes running for it. Purina sure knows what dogs like. They tell me there's no dog food like this one. These aren't the usual hard, tough pellets. They're light, crunchy chunks. You'd think they were chunks of meat to see my dog eat them. . . . Yep! . . . I'd say we're sold, aren't we, boy? Ever see such an eager eater?"

And, what's more, Rusty or Rover always manages to dash over to the right dog food.

No Hotpoint Ad Changes Seen In Sales, Distribution Split

No change in basic advertising functions is contemplated as a result of the creation of separate sales and distribution departments at Hotpoint Co. last week.

Effective Monday (Sept. 1), the consolidated sales-distribution department was dissolved and John F. McDaniel, its general manager, was named to a similar post with the sales department. It will be responsible for all Hotpoint operations connected with Graybar Electric Co. and independent distributors. Robert C. Hawley, formerly regional manager of sales-distribution for General Electric's tv receiver-appliance division, Appliance Park, Louisville, becomes general manager of distribution, including responsibility for main office and branches of Hotpoint.

As before, Lee DiAngelo, overall section manager of advertising and merchandising, and Al Utt, advertising chief, will continue to report to Mr. McDaniel. Hotpoint appointed Compton Adv. Inc. to handle its combined $3.5 million (tv receiver-appliance-trade advertising) account last June and reportedly is studying possible fall broadcast media plans [AT DEADLINE, June 16]. The company, meanwhile, has introduced five new electric ranges for 1959 and announced plans for consumer, dealer and distributor sales programs in other media.

Merchant Wants Broadcasters To Share in Alaska Boom

There's gold in Alaska, plus oil and furs, and a pioneer per-inquiry advertising agency wants broadcasters to start the parade of hardy Americans into the area.

"Friends, since Congress made Alaska the 49th state, tens of thousands of people have decided to share in the boom which is already an established fact in Alaska," says a 90-second continuity written by Edwin A. Kraft Adv. Agency, Los Angeles.

And Mr. Kraft wants broadcasters to share in this new wealth by collecting 60 cents for every $1 copy of a book called *Alaska Life* bought by listeners. The book is published by Alaska Life Publishing Co.

Mr. Kraft has more than two decades of per-inquiry and mail-order experience in selling plants and flowers by radio. "This pays the highest of any dollar deal we have ever released," Mr. Kraft's pitch to stations explains.

WCTU Leaders Indict Television

Charges that tv commercials are training children to accept drinking of alcoholic beverages as "a way of life" were made by Jean Hansen, general secretary of the Loyal Temperance Legion, in an address to the 84th convention of the National Woman's Christian Temperance Union in Washington last week. Mrs. Virginia Reum, director of the WCTU's radio-tv department, criticized some tv western, cartoon and quiz shows as unwholesome fare for children. The WCTU supports measures in each Congress to prohibit advertising of beer and liquor in all media.

COMMON LAW

Coincidence and a flip of a coin last week accounted for the formation of a new advertising agency. Back in 1954, the Loewy-Stempel agency moved into 95 Madison Ave., New York, home of the Posner-Zabin agency. With both agencies servicing a number of local accounts, executives from the two shops got to know one another rather well. Last week, the two agency heads decided to merge—without benefit of "marriage broker"—and based the decision for a new agency name—Posner-Zabin/Loewy-Stempel Inc.—on the flip of a coin. The agency will use the Posner-Zabin phone number of Murray-hill 9-2676 and will stay for the time being at 95 Madison Ave.

Kroger Account, Now Divided, Expected to be United at C-M

Campbell-Mithun had the "inside track" Thursday for an estimated $1.25 million in new Kroger Co. business to be relinquished by Campbell-Ewald Co. Nov. 1.

W. J. Sanning, Kroger advertising manager, told BROADCASTING that Campbell-Mithun's Chicago office as a good bet to handle the remainder of the Kroger account, with an announcement to be forthcoming shortly. No other agency reportedly is being considered. C-M already services 11 of the 22 Kroger divisions, plus the manufacturing unit.

Both Campbell-Mithun and Campbell-Ewald inherited the split Kroger account last Oct. 7 from Ralph H. Jones Co., Cincinnati. C-E has resigned its portion on grounds that serving only 11 of the 22 divisions in 21 states was "unprofitable."

Foote to Give Opening Speech In Chicago Ad Seminars Oct. 2

Emerson Foote, senior vice president and director of McCann-Erickson Inc., will kick off the Chicago Federated Advertising Club's 22nd annual fall series of workshop seminars with an address in the Sheraton Hotel Oct. 2.

Under the general title, "Sales Are Our Business," top advertising specialists will speak at eight sessions on copywriting, art and layout, production, industrial advertising, marketing and merchandising, public relations and publicity, direct mail and radio-tv. The production and radio-tv seminars will be conducted each Wednesday starting Oct. 15, two days after the workshop officially opens.

Co-chairmen of the workshop are Ferd Isserman, brand manager of the Toni Co., and Ruth Wood, account executive at Needham, Louis & Brorby Inc. A. B. Stone, vice president of Henri, Hurst & McDonald, is chairman of CFAC's educational committee.

ARF Audience Concepts Group Adds Canter, Steele as Members

Stanley Canter, vice president and director of research, Ogilvy, Benson & Mather, New York, has been named to the Audience Concepts Committee of Advertising Research Foundation. Along with appointment of Herbert M. Steele, sales promotion manager of the *New York News*, the committee's membership is increased to 14.

Dr. Wallace H. Wulfeck, ARF board chairman and executive vice president of William Esty Co., reported the committee "has been progressing in its efforts on one of the toughest and most controversial problems in advertising today." Seymour Banks, manager of media planning and research, Leo Burnett Co., is chairman.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Sept. 8-12, 15-17 (12:30-1 p.m.) *It Could Be You*, participating.

Sept. 8-12, 15-17 (2:30-3 p.m.) *Haggis Baggis*, participating.

Sept. 8, 15 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

Sept. 9 (8-9 p.m.) *Mr. Crane* (repeat of a *Matinee Theatre* presentation), RCA-Whirlpool through Kenyon & Eckhardt.

Sept. 10, 17 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Sept. 11 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

Sept. 12 (7:30-8 p.m.) *Big Game*, sustaining.

Sept. 13 (8-9 p.m.) *Perry Como Show*, Sunbeam through Perrin-Paus, American Dairy through Campbell-Mithun, Kimberly-Clark through Foote, Cone & Belding, RCA-Whirlpool through Kenyon & Eckhardt, Noxzema through Sullivan, Stauffer, Colwell & Bayles and Chemstrand through Doyle Dane Bernbach.

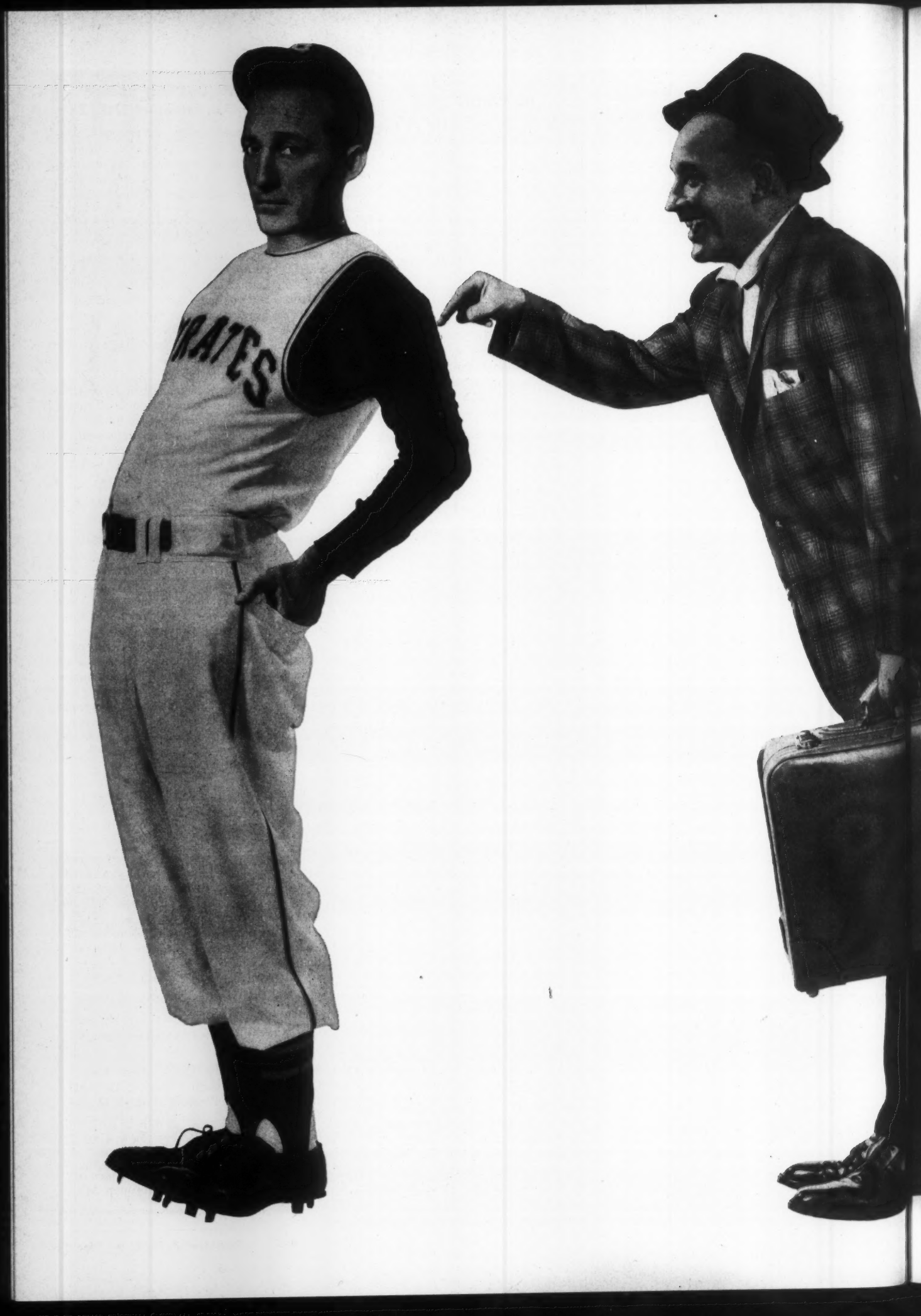
Sept. 14 (7-7:30 p.m.) *Noah's Ark*, sustaining.

Sept. 14 (7:30-8 p.m.) *Northwest Passage*, sustaining.

Sept. 14 (8-9 p.m.) *Steve Allen Show*, Greyhound through Grey, DuPont through BBDO, Polaroid through Doyle Dane Bernbach.

Sept. 14 (9-10 p.m.) *Chevy Show*, Chevrolet through Campbell-Ewald.

Sept. 16 (7:30-9 p.m.) *The Pied Piper of Hamelin*, Liggett & Myers through McCann-Erickson.


RATES

"Pardon me, boy... is this the road to Pittsburgh?"

PIRATE OWNER CROSBY: "Can't miss it, friend! Forbes Field just a line drive straight ahead!"

ABC-TV IMPRESARIO CROSBY: "Do tell! I'm here for the opener!"

OWNER CROSBY: "You're a trifle tardy, pal. We opened last April. And beat Milwaukee, 4 to 3."

IMPRESARIO CROSBY: "Come off it, chum! I'm here for the *station* opener. *That's* September 14! It's ABC Television's newest live affiliate, y'know. WTAE, Channel 4. Top drawer!"

OWNER CROSBY: "ABC-TV, you say? Splendid outfit! Solid line-up. How many major affiliates does this make?"

IMPRESARIO CROSBY: "83, counting Pittsburgh. We cover this country like a blanket! 84.5% all live coverage! 94.7%, counting delayed broadcasts."

OWNER CROSBY: "You don't say! Well, you'll have a ball doin' the Pitt bit. We rank 8th in national retail sales—and 8th in national buying income!"

IMPRESARIO CROSBY: "And 8th in the National League, old man?"

OWNER CROSBY: "That's ancient history, dad! Have you glanced at the standings lately?"

You get them at the *GET AGE* on *abc-tv*

QUIZ PROBE VIRUS MAY SPREAD

The hassle over allegations that two major tv network quiz programs were "rigged" continued last week amid indications the probe might spread to other quiz shows.

Conceded by the New York district attorney: The investigators have received a number of complaints about other shows.

As of now, the district attorney is concentrating on *Dotto,* which was killed over the Aug. 16 weekend by sponsor Colgate-Palmolive, and *Twenty-One,* accused of fixing by a contestant who won $49,500 by—he claimed—giving answers prepared for him in advance.

The district attorney in time will take up the other complaints, it was acknowledged, and should any one of them appear to contribute to the probe of quiz practices, the shows involved will be studied.

The quiz rumpus took a sensational and florid turn in New York during the week. Cancelled checks, charges and counter charges and a tape recording purporting to contain a "confession" by a quiz winner were made public and presented to the district attorney.

Nearly all of the "action" last week centered on *Twenty-One,* the hit quiz show of the past season and a program whose integrity was defended stoutly by sponsor Pharmeceuticals Inc., producers Jack Barry and Dan Enright and NBC-TV.

The march of events was stirred with a statement by Barry & Enright Productions to the effect that former contestant Herbert Stempel (the $49,000 winner who was defeated on the program in December 1956 by Charles Van Doren) had attempted to blackmail the program producers.

Mr. Stempel promptly denied this charge.

Mr. Stempel said he had signed the March 7, 1957, statement released on Aug. 29 by Messrs. Barry and Enright [AT DEADLINE, Sept. 1] because Mr. Enright had offered him a job on the production staff in *Tic Tac Dough* (another B&E quiz show on NBC-TV).

Mr. Stempel said the B&E statement mentioning blackmail was "entirely false and malicious." He said he never had attempted blackmail, but repeated his charge that *Twenty-One* was "fixed."

The next round was played in the form of a tape-recorded conversation which producers Barry and Enright asserted took place on March 7, 1957, between Mr. Enright and Mr. Stempel, who, it was said, did not know his voice was being recorded. A duplicate of the recording was submitted to the district attorney.

In the recording, a voice said to be Mr. Enright's was heard to say: "You came in [pause] with a blackmail scheme, Friday, and I think to describe it any other way would be avoiding the issue. It was a blackmail scheme. Do you agree?" The other voice (purported to be that of Mr. Stempel): "Uh, [pause] yes." The recording—which fills nearly 40 legal-sized pages of transcript—largely covered circumstances of debt and how prize-money was "piddled away" by the voice said to be that of Mr. Stempel. There are references also to psychiatric problems and treatment.

Next development was disclosure that $18,500 in two checks of $8,500 and $10,000 were advanced to Mr. Stempel while the contestant was still on the show and at the time winning more than $50,000. According to Mr. Enright, the money was advanced because the contestant had threatened to leave the show, his winnings were running high and interest was building up.

Of the tape recording, Mr. Stempel charged it was "doctored," that he had not replied "yes" to the question about blackmail and that he had in fact answered "no."

Meanwhile, the district attorney asked for financial and program records of both quiz programs and began studying these along with the cancelled checks and the tape recording.

During the week, the probers continued interrogation of principals and witnesses involved in the *Dotto* and *Twenty-One* incidents. Thursday (Sept. 4), the attorneys questioned Jack Narz, former m.c. of *Dotto,* and a producer associated with Frank Cooper Assoc. which packaged and owned the *Dotto* quiz program.

Admen Hold Breath As Quiz Ratings Dip

Advertisers, agencies, networks—and of course the producers—were watching closely the latest quiz show ratings last week to see what effect, if any, the past two weeks' investigation and charges of "fixing" had had on these programs' audiences.

On the basis of the first few ratings they looked at, they seemed to be having trouble deciding what was meant by what they saw.

But there were indications that some quizzes had taken sizeable dips—at least last week.

NBC-TV's *Tic Tac Dough,* which like *Twenty-One* is a Barry & Enright production fell far short of *Sergeant Preston of the Yukon* in New York City ARB ratings last Thursday night (Sept. 4)—whereas in August its rating was virtually double *Preston's.*

Later Thursday night, *The Price Is Right* fell behind *Playhouse 90,* which it had beaten substantially in ARB's August New York ratings.

These ARB ratings represent, for last week's shows, New York measurements via the new Arbitron instant ratings system, while the August figures were compiled via the ARB diary method. ARB had hoped also to secure Thursday night measurements on its seven-city network Arbitron, which is now being tested and slated to go commercial within a week or 10 days, but a short circuit knocked the multi-city set-up out of commission for three hours Thursday evening.

In New York Arbitron gave *Tic Tac Dough* a 4.5 rating in the 7:30-8 p.m. Thursday period against 11.1 for *Sergeant Preston.* In the ARB diary measurement in New York in August *Tic Tac Dough* led *Sergeant Preston* by 12.4 to 6.4. The sets-in-use level was about the same in both measurements.

The New York Arbitron for *Price Is Right* at 10-10:30 Thursday night was 11.2 against 14.5 for *Playhouse 90.* In the August diaries *Price* led by 25.7 to 16.8. Officials noted, however, that the sets-in-use level was about 10 points lower Thursday than in August and said this would hurt *Price's* ratings.

The daytime *Price Is Right* last Wednesday had an Arbitron of 8.7 against 3.7 for the Godfrey show opposite. The August diaries gave *Price* 9.0 against 2.3 for Godfrey.

Top Dollar, which replaced *Dotto* when Colgate-Palmolive dropped the latter show in the abrupt move that preceded the current investigations, had a 5.0 Arbitron in New York last Wednesday morning. In the August diaries *Dotto* registered 5.8.

Trendex by Thursday had 20-city ratings of September performances of two quiz shows—NBC-TV's *Twenty-One* and CBS-TV's *Bid and Buy.*

For *Twenty-One,* one of the programs being studied by the district attorney, these showed a substantial fall in both rating and share of audience since July but only a slight decrease since August. *Bid and Buy* showed a gain since July in rating but a slight fall in share, with slight declines in both rating and share since August.

The *Twenty-One* show, for example, showed a 21.0 rating in July, 15.6 in August and 14.9 in September. Its share dropped from 43.5 to 34.2 to 32.0 in the same period. Thus the biggest drop was between July and August—and the show measured in September was on the evening of Labor Day, when viewing patterns might easily depart from the normal.

For *Bid and Buy* the 20-city Trendex rating went from 12.6 in July up to 14.3 in August and down a bit to 14.1 in September. Its share moved from 30.7 to 33.4 to 30.2 in the same period.

Meanwhile, ARB's new Arbitron instant ratings system measured the minute-by-

IT'S OFFICIAL

The FCC got the word officially last week on the alleged "rigging" of television quiz shows—but it was only a status report. At its first meeting since the August recess, the commissioners were advised by the staff that the complaint had been made and that the staff forwarded the protest to CBS under routine procedure. They were also told that CBS had not yet replied, although it is understood, network officials have been in informal contact with FCC aides.

The Commission discussed the situation only in a procedural sense. There was some sentiment expressed, it is understood, that the Commission should not publicly acknowledge that complaints have been filed until answers are received from subject stations and the Commission passes on the merits of the allegations.

Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

More than TWICE as many listeners as the No. 2 station!

More listeners than the No. 2 and No. 3 stations COMBINED!

More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

minute audience of last week's *Twenty-One* both on a New York local basis and on the basis of seven-city network reports. Both of these showed high tune-in for the first few minutes and then a heavy switch away, leading observers to speculate that many viewers tuned the opening to see whether any reference would be made to the probe. (None was.)

The seven-city Arbitron gave *Twenty-One* an 11.8 for the entire half-hour, as against 17.3 for re-runs of *I Love Lucy* running opposite on CBS-TV. At the end of the first three minutes the two programs were neck and neck, *Twenty-One* at 12.6 to *Lucy's* 11.9. At the 28th minute of the period *Lucy* was 15.6 and *Twenty-One* was 9.7. ARB officials said the trend was similar in both the New York city local and seven-city network measurements.

CBS-TV Dips in July, ABC, NBC Billing Up

CBS-TV's gross time charges were off 1.4% in July compared to the same period last year, but all three tv networks combined were up 5.9% in July and 12% ahead for the first seven months of the year. The July figures, compiled by Leading National Advertisers-Broadcast Advertisers Reports, were released last week by TvB.

ABC-TV and NBC-TV gross billings were up a respective 11.6% and 13.2% in July, while total gross billing for all three networks was $41,059,274. The tv network total for the first seven months of 1959 was more than $324 million.

When asked about the apparent slight decline in billing for July, CBS-TV authorities responded Thursday (Sept. 4) that the network's billing last year was at a "higher level" and that 1957 was a "peak year." Though the figure was off in July of this year, "dollar volume at CBS-TV is still way above," it was emphasized.

A year ago, similar compilations showed all three tv networks off in gross time revenue for August, CBS-TV then suffering the least of the three. At that time, it was pointed out unanimously by the networks that the August 1957 dip in gross billing was caused by network coverage of the political conventions, which unusually swelled the August 1956 billing [AT DEADLINE, Oct. 7, 1957].

Political 'New Look' Forecast by Mickelson

The day of the demonstrative and vote-seeking political conventioneer is numbered —at least on network television. That's the word from Sig Mickelson, CBS News vice president-general manager, who last week told the Overseas Press Club of America in New York that come 1960, there'll be a radical "new look" to convention coverage.

Gone will be the 45-minute "spontaneous" demonstration, the long-winded and time-consuming nominating speech and with it—the sometimes-boring but always-costly matter of keeping a "hot line" open in the event that something "exciting" might take place, Mr. Mickelson said.

SIG MICKELSON

Videotape recording, he asserted, will enable network news editors to pare pre-balloting coverage to the bone and thus keep commercial pre-emptions to a minimum. He admitted that at the present time, VTR editing techniques are limited to telescoping short "takes" by bridging them with "interpretive interpolations," but said that by 1960, "the people out at Redwood City" (Ampex Corp. headquarters) will have successfully mastered the problem of cutting and splicing videotape.

"It is of utmost necessity for the networks to unshackle themselves of 'gavel-to-gavel' coverage," Mr. Mickelson told OPC, pointing to the "unfortunate pattern" of convention coverage six years ago. In 1952, he recalled, the networks were forced to share a number of single cable lines in order to reach single-station markets and compromised by agreeing to carry the entire conventions from beginning to end. Thus CBS, which had agreed to provide sponsoring Westinghouse Electric Corp. with an estimated 17 hours per convention, ended up scheduling a total of 130 hours between the Democrats and Republicans; again, in 1956, the dramatics and exhibitionism dragged out CBS' coverage to 60 hours. "The cost to us in pre-emptions was staggering," he noted.

The "Mickelson Plan," as outlined, would condense a 45-minute speech or demonstration into no more than 90 seconds ("The viewer will soon get the idea . . .") and would wrap up a day's activities into an hour-long program. However, the network would continue its activities on the convention site as if it were actually broadcasting it, so that "instantaneously"—should an unforeseen bit of excitement creep into the session—"we'd be able to throw our coverage on the air, live." The balloting session would, "of course," be covered in its entirety. What would such a plan mean to an advertiser, say Westinghouse? Mr. Mickelson opined that the sponsor probably would be guaranteed minimum coverage in advance and that it could count on "a certain additional amount of time" for which compensation would be arrived at after the fact.

Asked whether such a system would not be "against the public interest," the CBS News head felt not. He said "most of the pre-balloting heat is spent in smoke-filled rooms, unaccessible to the tv camera" and that a network might well risk antagonizing the mass viewer by depriving him of the staple programming on which he has come to depend. He cited the reaction in Champaign, Ill., when WCIA-TV there canceled its regular commercial schedule to carry the UN general assembly debate on the Lebanese crisis. Station management, he recalled, "reported receiving calls in the ratio of 12-to-1 protesting the cancellations." He added, however, that after the station executives went on the air to tell their viewers, in effect, "You may not like it but it's good for you and we're going ahead with it," reaction reversed itself to 20-to-1 in favor of the special CBS News coverage —on VTR "by the way."

"Television," he said, "is uniquely a live medium . . . we believe in live coverage where warranted. But we'll not waste the viewer's time with hour-after-hour of deliberations in which the significant developments are only a small part of the proceedings."

Tape may also improve foreign news coverage on tv as it's now known, he explained, but added that this is still "virgin territory to be explored. We still don't quite know which course to take." He said there were two and cited as a possible example a summit meeting at Geneva's Palace of Nations. "We could take upon ourselves the staggering burden imposed by the logistics involved in transporting and installing our own electronic gear," or "we could install a videotape machine." The latter course—while affording CBS the luxury of speed and economy in eliminating costly film processing—would present "considerable difficulties" but in the long run might be "better." Explaining, he said that the problem is essentially that of "translating the European tv system to compatible (U.S.) terms. "Were CBS to focus its VTR eye on the picture provided by Swiss Tele-

FIRST SEVEN MONTHS OF 1958 AT TV NETWORKS

	JULY			JANUARY-JULY		
	1957	1958	% Change	1957	1958	% Change
ABC-TV	$ 6,348,496	$ 7,083,555	+11.6	$ 46,443,714	$ 58,701,356	+26.4
CBS-TV	18,537,069	18,273,690	— 1.4	135,299,556	142,321,106	+ 5.2
NBC-TV	13,874,872	15,702,029	+13.2	107,674,376	123,108,261	+14.3
TOTAL	$38,760,437	$41,059,274	+ 5.9	$289,417,646	$324,130,723	+12.0

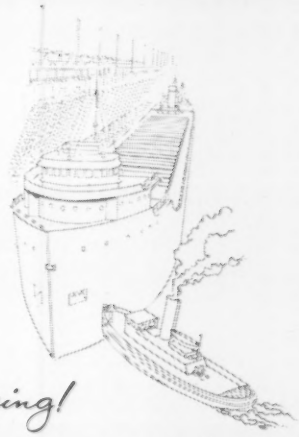
1958	ABC	CBS	NBC	TOTAL
JANUARY	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEBRUARY	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL	8,739,456	20,628,511	18,283,379	47,651,346
MAY	8,477,755	20,970,022	18,470,368	47,918,145
JUNE	7,387,586	19,733,057	16,648,462	43,769,105
JULY	7,083,555	18,273,690	15,702,029	41,059,274

Shipping . . .

A 60,000,000 TON INDUSTRY IN DULUTH-SUPERIOR

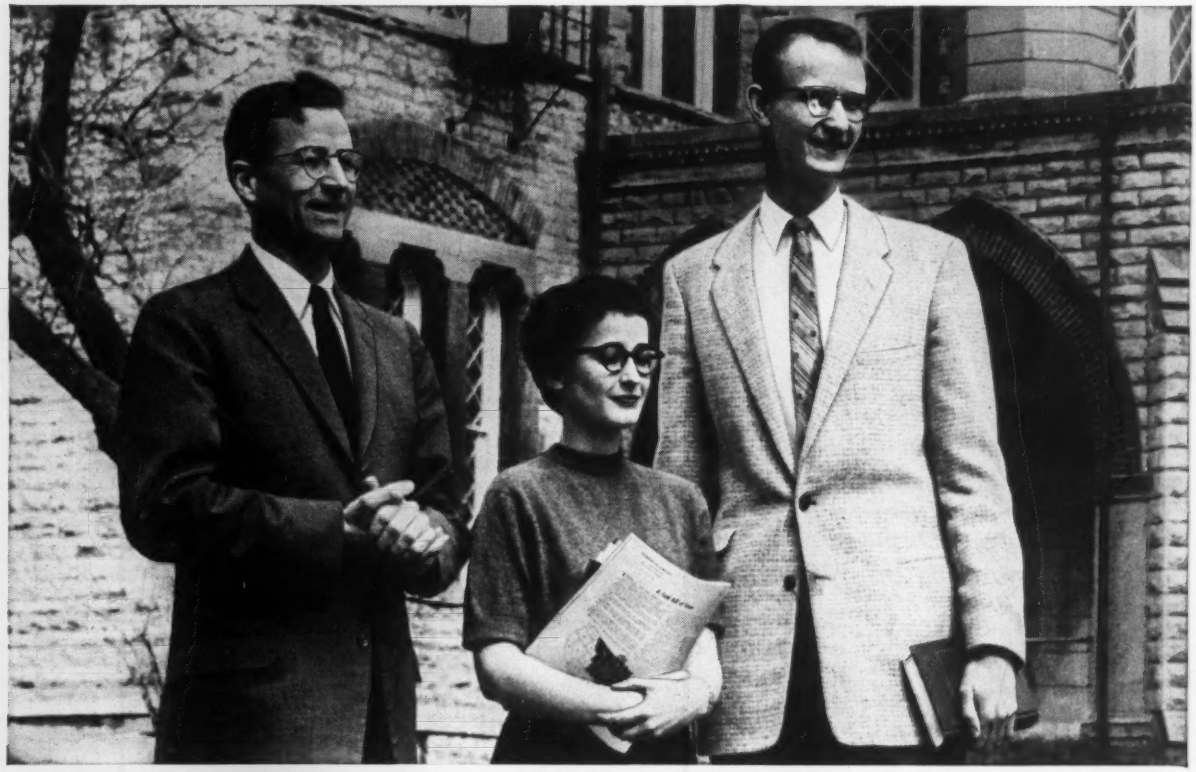
TODAY—World's 2nd largest port!

TOMORROW—Terminus of the great St. Lawrence Seaway!



RADIO KDAL DULUTH TELEVISION

Dominating Minnesota's Shipping!



Two students, who hold scholarships awarded by American business, stop to talk to Dr. Howard R. Bowen, president of Grinnell College, Grinnell, Iowa. (L. to R.) Dr. Bowen; Janet Kispert of Stillwater, Minnesota; and Roger Soderberg of Elgin, Illinois. Says Dr. Bowen: "With its help to colleges and students, business is assuring a future source of leaders—not for itself alone, but for every phase of American life."

WHY SHOULD BUSINESS HELP COLLEGES AND STUDENTS?

College educations cost more today, too! In fact, for many young men and women—and for their parents—the increasing cost of a college education has become a major problem. And small, privately-financed colleges also have found themselves threatened by rising costs. Yet it is vitally important to America's future that our young people be well educated.

To help promising students and small colleges, we and other American companies have taken steps to give financial aid. Standard Oil, for example, has made funds available which provide for 34 graduate fellowships and undergraduate scholarships in science and engineering. Four-year scholarships awarded through the National Merit Scholarship Corporation also are included in this program. Thirteen students now are attending school on these scholarships. Supplementary grants are made to schools chosen by the Merit Scholarship winners.

In addition, Standard Oil has made funds available from which $175,000 is paid yearly to aid privately-financed liberal arts colleges in the Midwest and Rocky Mountain states.

At Standard Oil, where so much of our planning concerns the future, we believe there are few things more vital to the survival of our democratic, free-enterprise system than a well-educated public. That's why we provide for substantial financial aid to both colleges and students.

Dr. Laurence M. Gould, president, Carleton College, Northfield, Minnesota: "If it were not for financial help from business organizations, many capable students would be denied a college education. The far-sighted companies giving this aid are helping to conserve one of our most valuable natural resources."

Charles Rieck of Chicago, National Merit Scholarship winner, and physics major at Notre Dame: "Business is helping to make it possible for many people to continue their education. Its concern for students and colleges shows a real long-range interest in national welfare."

What makes a company a good citizen?

One way of judging a company's citizenship is by its concern for the future—not for itself alone, but for the country as a whole. With business and colleges working together to build a stronger, more secure America through education, a brighter future is assured for us all.

STANDARD OIL COMPANY
(INDIANA)

STANDARD

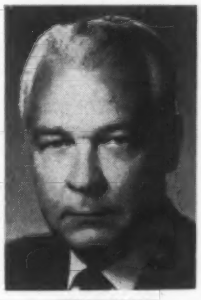
THE SIGN OF PROGRESS...
THROUGH RESEARCH

vision (625-line picture), "we'd somehow have to convert this to suit our 525 lines." Then too, he asked, "what about the legal angle—do we have a right to be there in the first place? What about the Swiss?"

Mr. Mickelson commented again on the proposal by NBC chairman Robert W. Sarnoff that the networks pool their special events coverage on a rotation basis [NETWORKS, Sept. 1]. Mr. Mickelson was not "wholly" in favor of the Sarnoff proposal.

Culligan, Sugg Named NBC Executive V.P.'s

MR. CULLIGAN



MR. SUGG

Matthew J. Culligan and P. A. (Buddy) Sugg were promoted to executive vice presidents of NBC at the monthly board meeting last Friday (Sept. 5).

Mr. Culligan is in charge of the NBC Radio Network and Mr. Sugg is head of NBC Owned Stations and Spot Sales Div. Both have been vice presidents. Their elections to executive v.p. were announced by Board Chairman Robert W. Sarnoff.

Mr. Sugg, head of the Oklahoma City Publishing Co. radio and television properties for many years, left that post last spring to join NBC in the owned stations and spot sales vice presidency. He entered radio at KPO San Francisco in 1929 as a control room engineer, later was supervisor of engineers for NBC in San Francisco until he was called to active duty with the Navy in 1940.

He rose to the rank of captain during World War II. Afterward, in December 1945, he joined the Oklahoma Publishing Co. as manager of WKY Oklahoma City and later assumed direction of the other stations built or acquired by the company (WKY-TV, WSFA-TV Montgomery, Ala., and WTVT [TV] Tampa, Fla.).

Mr. Culligan, formerly in film production and with Hearst and other magazines, joined NBC in 1952 on special assignment to the NBC-TV *Today* show, then young and doing poorly in advertising revenues. When *Today* became successful Mr. Culligan was promoted to sales supervisor of *Today* and *Home*, and then served successively as sales manager of participating programs, national sales manager of the television network and head of the NBC merchandising department, and subsequently vice president and director of sales for NBC-TV before being named to head the radio network in August 1956.

News on the hour, the NBC "hot line" news service to affiliates, the imagery transfer and memory vision concepts of advertising are among the innovations he has introduced as radio network chief.

AFTRA WCKY Tactics Cleared by Examiner

Actions by American Federation of Television & Radio Artists and its Cincinnati local, designed to keep members and advertising agencies from making recordings for use on WCKY Cincinnati, did not constitute violations of the National Labor Relations Act, according to an examiner's recommended order to the National Labor Relations Board.

Examiner Charles L. Ferguson, of NLRB, held Sept. 2 that notices to AFTRA members, a survey of recording performances and other steps designed to keep advertising off WCKY were within the law except for an error by a local union officer.

Last Jan. 10 a temporary injunction restraining AFTRA from certain alleged secondary boycott activities was handed down by Judge John H. Druffel, of U. S. District Court, Cincinnati [AT DEADLINE, Jan. 13]. The injunction was effective pending NLRB action.

NLRB's regional office in Cincinnati had asked the court for the injunction [PERSONNEL RELATIONS, Jan. 6], contending the union had ordered member employes working on advertising recordings not to make any recordings for broadcast on WCKY. The station and AFTRA had been negotiating several months prior to the strike, which began Aug. 28, 1957.

Examiner Ferguson reviewed specific AFTRA actions, finding no violation in efforts to influence Gil Shepard, talent for WCKY programs broadcast by Sixty-Second Shops and placed by Ad Frontiers, to cease WCKY performances. Mr. Shepard was described as a salaried employe of Ad Frontiers though he later was paid a talent fee by Sixty-Second Shops for broadcasts and personal appearances.

The examiner's decision held activities aimed at advertising agencies to keep business off WCKY do not violate the labor act. "None of the unfair labor practices alleged in the complaint (by WCKY) has been established by a preponderence of the credited evidence," he held in recommending dismissal of the complaint in its entirety.

At the time of the federal court action last January, C. H. Topmiller, WCKY president, had charged the union with threatening to bankrupt the station.

U.S., British Writers to Meet On Extension of WGA Standards

Minimum standards and working conditions for American and British writers for tv and motion pictures will be a major matter of discussion the end of this month when Evelyn Burkey and Michael Franklin, eastern and western executive directors of Writers Guild of America, meet in London with the heads of the British Screen & Television Writers Assn.

In announcing the meeting WGA pointed out that no residuals are at present made to British tv writers nor to American writers contracted in England.

The guild executives will also discuss

It's Simply a Matter of Dollars!

If you added together all the money spent last year by all the people in Cincinnati, New Orleans, and Charlotte, N. C., you would just about reach the whopping total of $2.5 billion spent by people covered by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957

RON LAYTNER

"... reporting to WSRS News from Little Rock."

September 1957, Little Rock, Arkansas. The eyes of the nation were focused on a handful of Negro children attending Central High School behind the unsheathed bayonets of Federal troops. Newsmen by the hundreds poured in to feed the story to an eager public. And on the scene, keeping abreast of developments and often setting the pace was a radiotelephone-equipped NNN Corvette News Cruiser.

"Your informative, action-packed coverage . . . was excellent," wrote S. R. Sague, president and general manager of Cleveland's independent WSRS. "Send more," wired News Director Alan Jarlson of Las Vegas' KRAM. "The feeds were of a generally excellent nature . . . Please inform us first on future events," said Marty Ross, News Editor of Albany's 50kw WPTR.

During the past eventful year, NNN men have trekked through rebel mountain hideouts in Cuba, reported missle tests from Cape Canaveral, followed teenage killer Charles Starkweather on a reign of horror in Nebraska and Wyoming. By speedy Corvette or Twin Bonanza airplane, NNN crews rush to the scene of major news. From Omaha, the geographical heart of the nation, NNN staff men keep attuned to minute-by-minute indications of headline-making events. Within hours, often less, a reporting team is at the locale and on the air with graphic, factual news and interviews.

More than forty stations in the United States and Canada are familiar with NNN service. Through experience that comes only with growth and engineering technology NNN now has *the most unique and inexpensive method yet devised for the speedy transmission of news.* Because of these advances more stations can be added, giving listeners in your area a vivid, on-the-spot account of news happenings, building, in the process, loyalty and higher ratings. Listeners hear the newsman open and close each report with your call letters, adding to audience and prestige.

Here's the most gratifying news of all. Why chance a pig in a poke? No need to since all service is *unconditionally guaranteed* to be fast, accurate and colorful. And you are the judge. To quote an old restaurant motto, "You must be pleased or you must not pay."

No enterprising station can afford to be without this unique new service. Remember, only NNN offers the experience of top-flight newsmen and a product that is *unconditionally guaranteed.* Drop us a line. The rates are tailored to your situation and will surprise you. For more information write, wire or phone Promotion Department, National News Network, 1908 California, Omaha 2, Nebraska.

FOR FAST, RELIABLE NEWS—*UNCONDITIONALLY GUARANTEED TO PLEASE*—YOU CAN RELY ON

national news network

© Buddy Dundee Enterprises, Inc.

elimination of price cutting to stymie "runaway" producers, an exchange of policing information on residuals and the solidifying of other rights such as copyright revision. To further these objectives, top executives of the British and French writers' organizations, plan to attend the WGA national council meeting scheduled for November in New York.

Film Strike Averted By SDIG-FPA Agreement

A strike by the recently-organized Screen Directors International Guild, New York, was averted when the Film Producers Assn. of New York and the guild agreed on a proposed contract last week. The strike had been threatened to start Friday (Sept. 5).

The contract for some 300 freelance directors employed by FPA members covers minimum wages, status of apprentice directors, relations of owner-producer-directors with the guild and "general working conditions." Avoidance of the strike means that tv commercial productions by 25 of 35 FPA members engaged in such work will continue unimpeded. Among tv commercial firms represented by FPA are Sarra Inc., Filmways, Elliot-Unger & Elliot, Transfilm, Shamus Culhane and Robert Lawrence Productions Inc. The three-year agreement now goes before each FPA member for ratification.

The settlement caps a year-long struggle on behalf of the directors to seek recognition in the East. SDIG was formed last year by a number of New York directors after it was decided not to affiliate with the Hollywood-based Screen Directors Guild. SDIG says it has clamored for recognition by FPA for some seven months, but the latter organization, involved in arranging contracts with other unions, deferred negotiations until early this summer. On Aug. 21, the guild notified FPA by telegram that unless an agreement were signed by Sept. 5, it would stage a walk-out [AT DEADLINE, Aug. 25]. Upon receipt of the telegram, FPA President Nathan Zucker rejected the strike threat; later, FPA, having been advised that SDIG had approved changes and modifications proposed by the association on Aug. 28 indicated a willingness to come to terms. Among them:

- A minimum pay scale for freelance directors of $275-$450 a week "depending on the category of direction," e.g., from uncomplicated to what one FPA official calls "very, very complicated" direction.
- An owner-director need not join the guild as a matter of necessity.
- A producer may develop any number of directorial apprentices but cannot use such development as a means of locking out SDIG members; FPA apprentices are limited to a total of 10 minutes' worth of direction or five full working days a year.
- Freelance directors must be SDIG members and if not, must join SDIG "within 30 days" of assignment.
- Owner-directors need not use SDIG talent if they themselves seek to do such work.

It was explained by an FDA official that these modifications concerning owner-directors were inserted to protect "those members of ours who both produce and direct film."

Meanwhile, FPA executives, asked whether the Justice Dept. had acted on its talks with the Antitrust Div. concerning videotape [AT DEADLINE, Aug. 25], indicated that nothing had yet been heard, that any reply would probably not be forthcoming "before two or three weeks."

More Live Music in Film Series Predicted in Wake of MGA Pact

Increased use of live music on tv filmed programs is anticipated as a result of the new agreement between Musicians Guild of America and the major motion picture producers [PERSONNEL RELATIONS, Sept. 1]. MGA membership ratified the pact at a special meeting last Monday evening (Sept. 1) by a vote of 98 to 5. On Wednesday, when the agreement became effective, 20th Century-Fox called in a group of musicians for a scoring session, the first time a musician has been called to work at a major motion picture studio since the inception of the AFM strike last February.

The eight companies signing the new agreement have as subsidiaries a number of tv film production organizations who are also covered by the terms of the MGA pact. These include the tv divisions of Warner Bros. and Walt Disney, with MGM-TV, TCF-TV and Interstate Tv (Allied Artists subsidiary). Under the agreement, these companies can employ musicians for work on tv filmed programs at the rate of $55 per musician per three-hour session, an increase of $5 per man per session over the AFM rate. The MGA deal also requires a minimum of three hours work for each 13 half-hour programs on which live music is used at all. AFM has no such minimum requirement. But AFM does require that any company using any live music on any tv film series must pay into the Music Performance Trust Funds a sum equal to 50% of the gross cost of the program, a requirement not demanded by MGA.

So, if 20 musicians were to be employed for a single session to score a single program of a tv series whose episodes averaged $35,000 in production costs, the producer using live musicians would spend $100 more in paying the men, but would save $1,750 in trust fund fees. MGA is confident that the elimination of trust fund payments will encourage much greater use of live musicians on tv films, 90% of which are currently scored from foreign soundtracks or from music previously recorded.

Tv film producers not associated with the major motion picture companies who currently have contracts with AFM are not in a position to sign MGA contracts until the expiration of the AFM tv film agreement early in 1959. Companies who have not previously used live musicians for their tv films and do not have AFM contracts are eligible to sign pacts with MGA at any time they desire the services of live musicians.

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SPECIAL REPORT

VIDEOTAPE GETS NEW TRICK, NEW FANS

Ampex markets a splicer; the clients keep climbing aboard

The threshold of film flexibility in videotape program production and editing—at least at the local station level at the outset—drew a big step closer last week as Ampex Corp. quietly began shipment of the first commercial production models of its semi-automatic tape splicer from its Redwood City, Calif., factory. The initial units went South to Texas to help produce a weekend football package Humble Oil & Refining will sponsor there.

While network officials in some quarters were skeptical that the splicer could produce the virtual 100% reliability of splice mechanically and electronically which they demand for network production requirements, Ampex officials felt the development is significant in that videotape editing will become practical on a day-to-day operational basis for the proficient station technician—a fact which certainly could not be claimed for the earlier wet-patch, hand-and-jig method still in general use.

Although the splicer does not pretend to be an "editor" in the sense of the familiar film industry editor-splicer, Ampex feels it is at least a reach in that direction and should further fire the creative imagination of both the live program packager and the film syndicator. Both have been held back by the videotape requirement for continuous, uninterrupted recording, but they are being stirred by the several videotape program pilots now making the rounds of Madison Ave. Nor have the packager and syndicator been asleep to the fact that tv film facility studios in both New York and Hollywood—especially New York—are fast tooling up with videotape equipment and for some months have been turning out considerable commercial spot and program product for advertisers and agencies.

One such pioneer studio is Telestudios Inc., New York, which is reported on the verge of an agreement with National Telefilm Assoc., signifying NTA is preparing for the day when videotape will be considered a serious competitor for the syndicated program dollar.

Probably the first film producer-distributor known to be actively making the big switch to tape is Guild Films Co., New York, which for several months has been quietly but aggressively screening tape material for agencies and stations on its Ampex videotape machine, said to be the "only" one now owned by a film firm.

Meanwhile, the videotape recorder is assuming a bigger workhorse role at the major networks in their fall programming schedule—this time chiefly in the role of providing production flexibility to live program originations, as distinct from videotape's major initial role as an economical and better-quality substitute for the film kinescope in program repeats for the western time zones and daylight saving time schedules.

Although NBC-TV is noncommital on the exact proportion of its fall schedule videotape will shoulder, aside from *Truth or Consequences* and the *It Could Be You* series, both ABC-TV and CBS-TV reported tape will get a big bite of live programs this season for the first time, permitting better scheduling of studios, more economies in such items as props and more convenience to talent and production staff. The heavy use of tape for such pre-recording of live shows this summer was the trial that paid off, network representatives admit.

Videotape will help ABC-TV "maximize the use of its facilities" this fall when "Operation Daybreak" gets its major daytime live program schedule underway Oct. 1. For instance, Liberace probably will tape two or three shows at one session, cutting production and other costs as well as time. One of the summer live shows which originated via tape, *Stars of Jazz*, will continue on the fall schedule.

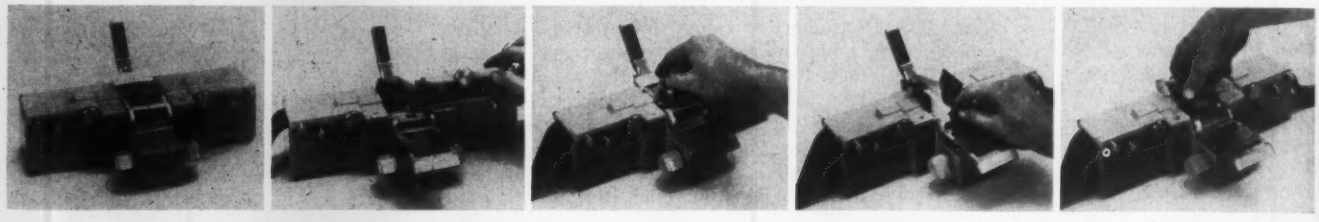
CBS-TV, which has had several major live series originating via tape during the summer, continues most of these on a tape basis during the fall and will add two more, *For Love or Money* and *Pursuit*. Those continuing via tape include *Lamp Unto My Feet, Look Up and Live, The Verdict Is Yours, The Last Word* and *Captain Kangaroo*. CBS-TV has seen numerous tape inserts in live drama shows this past season on such series as *Playhouse 90, Climax* and *Studio One*, but all such inserts have been intact segments devoid of breaks or editing.

There is one live show packager—David Susskind and Al Levy's Talent Assoc. Ltd.—which is already very much in the tape business. Talent Assoc. is packaging *87th Precinct* for ABC-TV Sunday 9-9:30 p.m. from on-scene locations in New York with mobile truck live cameras microwaving continuous action sequences back to the network's central control for videotaping [CLOSED CIRCUIT, Sept. 1]. The producer is Alex March who also is doing the live production of *Swiss Family Robinson* for Rexall on NBC-TV Oct. 12. He plans to tape in uninterrupted segments certain hurricane and animal sequences for *Robinson* and is enthusiastic over Ampex splicer as a practical step nearer to the vital tape editing tool which would give the packager the complete production flexibility now possible in film.

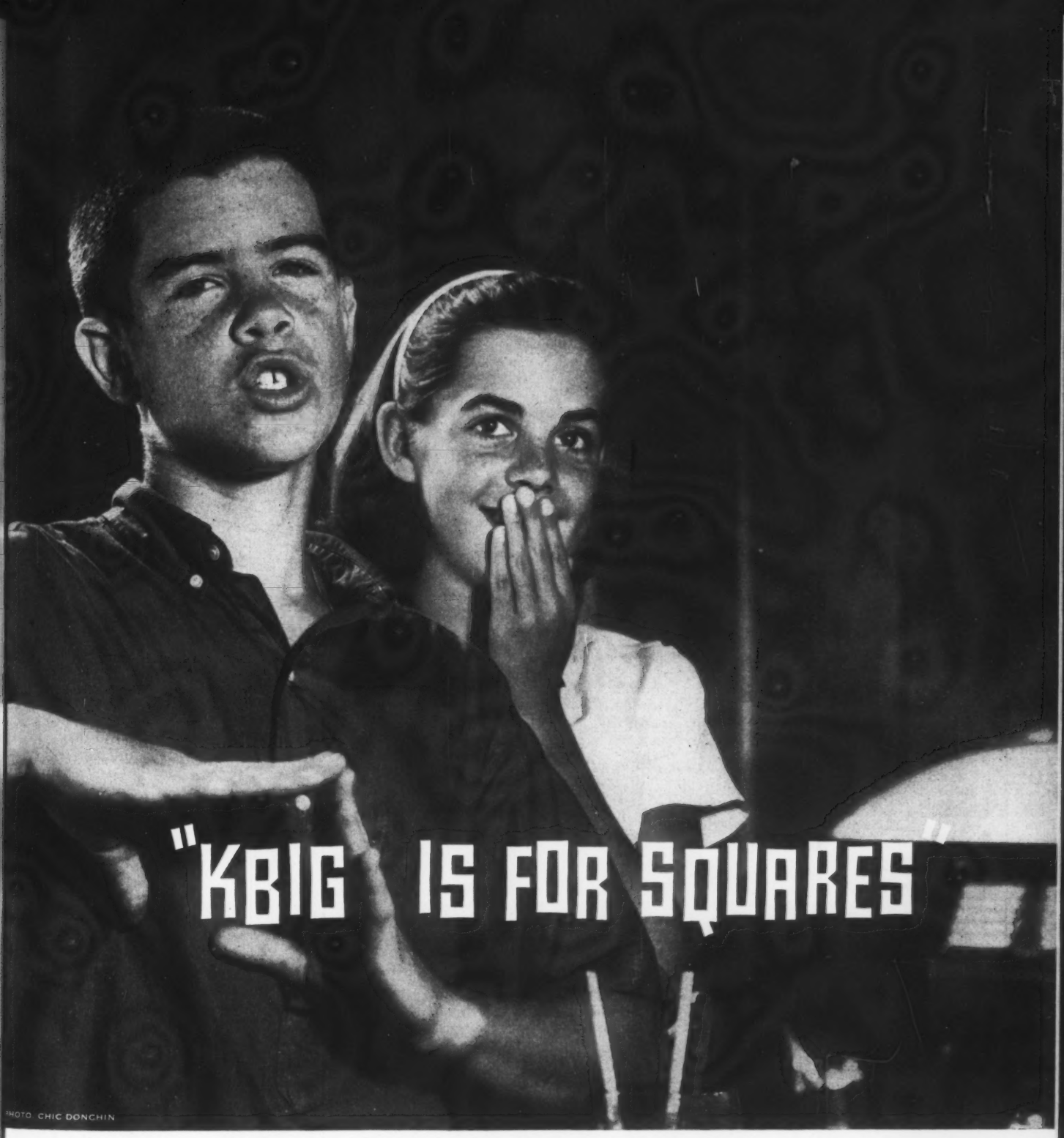
News of commercial production of the Ampex splicer was learned in New York Thursday at the opening of the firm's product exhibit in Grand Central Terminal at the information center of Merrill Lynch, Pierce, Fenner & Smith. The first prototype splicer had been exhibited during the NAB convention in Los Angeles last April and it and a second prototype since then have been "field testing" in the hands of engineering and operations officials at KTTV (TV) Los Angeles, CBS-TV Hollywood and New York and NBC-TV Hollywood, among others. KTTV has been very active in local tape operation, is syndicating its *Divorce Court* show through Guild Films and has its own pilot tape series on Madison Ave. [STATIONS, July 21].

The complete splicer kit will market for $780, including shelf attachment to secure it on the front of the ampex videotape recorder console. The splicer makes automatic many of the delicate hand operations presently required to match together the tape segments at the precise editing-pulse positions which can be "seen" on the tape with use of Ampex Corp.'s special Edivue liquid.

Contacted later Thursday, Ampex national sales manager Bob Paulson said between 15 and 20 splicers will come off the line at Redwood City this month and at the



THIS IS HOW *the new Ampex videotape splicer works (l to r): (1) the intermediate prototype before tape is inserted; (2) the tape is inserted from both sides and overlapped for cutting; (3) the cutting guide is locked and cut is made; (4) ends of the tape are held aside as splicing tape is positioned; (5) pressure plate is applied to secure splice completing the operation.*



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rate of about 50 a month thereafter. He said the unsolicited order backlog is about 30 even though the firm has not yet announced the splicers are in commercial production. He felt the splicer will prove the break-through for the program syndicator and predicted all major programs and commercials would be 100% tape in three to five years.

All Ampex videotape recorders sold up to now have included as an accessory a simple jig form in which the engineer could place the tape when hand splicing. Although Ampex itself and some station technicians have mastered the technique using the jig, Ampex has admitted it required "dexterity" and could not be considered practical on a day-to-day operation basis in all situations. An imperfect splice causes the tape picture to roll or break up.

A labor relations angle was injected by Theodore Grenier, chief engineer of ABC's Western Div., who said that he is familiar with the Ampex splicing process but that videotape is never spliced at ABC-TV. The Ampex VTR machines are operated by members of the National Assn. of Broadcast Employes & Technicians, while the personnel who handle film or any substitute for film are members of the International Alliance of Theatrical Stage Employes. Accordingly, Mr. Grenier said, "We combine commercial and program material which were taped separately by re-recording them onto a new tape. We never cut tape. We can dub but not edit."

TEXAS FIRST WITH SPLICER

The new Ampex splicers will be put to work immediately in connection with delayed coverage of the Southwest Conference college football games for a 20-station network, starting later this month. The games will be orginated by KPRC-TV Houston, KRLD-TV Dallas and WOAI-TV San Antonio, depending on which is closest to the game site [ADVERTISERS & AGENCIES, July 71] and will be sponsored by Humble Oil & Refining, through McCann-Erickson, Houston.

Jack Harris, vice president and general manager of KPRC-TV, which last week was awaiting delivery of one of the new splicers momentarily, said it definitely would be used in condensing taped coverage originated by KPRC-TV. The plan is to cover the games with four cameras, relay coverage to the studios and tape it, then edit the tape to 45 minutes for broadcast the following day (Sunday). Since Ampex officials said KRLD-TV and WOAI-TV were due for delivery of splicers shortly, it seemed certain that they would put them to similar use on the games they cover.

Mr. Harris expected to use the splicer extensively, pointing out that KPRC-TV already is heavy in tape work. For one thing, it already has taped 22 commercials for Humble Oil for use in the football coverage, and has been using videotape for a number of other commercials.

On the program side, the station's morning farm program is taped "about half the time" because the farm director needs to be out in the field early. Tape also solves another problem, Mr. Harris pointed out. The girl who is m.c. of KPRC-TV's late movie currently is appearing in the lead role in the Houston production of "Damn Yankees" and hence must be at the theatre at the time the program starts. This problem is solved by taping her program lead-ins in advance, enabling the station to benefit from the publicity of her stage work and yet letting her program appear on schedule until she reaches the studio to take over live.

KPRC-TV also is slated for early delivery of a color adapter for its videotape machine but Mr. Harris said plans for taping in color had not yet been definitely set.

VTR ON OTHER FRONTS

Last week, too, there was a flurry of activity in VTR planning on the periphery of network operations. Items:

• Metropolitan Broadcasting Co., owner-operator of WNEW-TV [until yesterday WABD (TV)] New York and WTTG (TV) Washington (as well as WHK Cleveland), indicated that it would—"within a fortnight's time"—videotape in advance all weekend (non-film) programming on its New York outlet, thus begin running the station on a "semi-automation basis." The ch. 5 station already had put on tape all ID's and promotional spots proclaiming its new call-letters, and will syndicate—on tape—its seven-part documentary, *Portrait of the USSR*, which it presented live this past summer. WNEW-TV further will make available to advertising agencies and film producers its two Ampex recorders "just as soon as we have established a rate card for such activities."

• National Telefilm Assoc., New York, film producer-distributor and operator of the NTA Film Network, seems likely within the next week to announce completion of negotiations with Telestudios Inc., Bellwether independent VTR production center. The stock merger, now in the works, would call for NTA principals (Board Chairman Ely A. Landau with 80,450 shares, President Oliver A. Unger and Executive Vice President Harold Goldman with 40,125 shares each) to swap stock with George K. Gould, Telestudios president, and Alfred D. Markim, executive vice president. The arrangement would give Telestudios "added strength, prestige and resources" of NTA, according to Mr. Markim, and according to NTA spokesmen, would provide NTA with a tailor-made tv commercial-closed circuit tv-videotape production house. NTA-owned and operated tv stations—WNTA-TV Newark and KMSP-TV Minneapolis-St. Paul—each have ordered VTR equipment from Ampex and expect delivery "very shortly." As in the case of the expected NTA-National Theatres Inc. merger [FILM, Aug. 25] the Telestudios-NTA arrangement would be subject to Securities & Exchange Commission ruling inasmuch as both are publicly-owned corporations.

Telestudios, with a sprawling plant on New York's Times Square (1481 Broadway), has been working with videotape since last April, having originally gone into

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58255 A

business two years ago as a tv production center equipped for closed-circuit programming and testing. Its executives claim a "first" in that it was Telestudios which produced the first network-shown videotaped commercial—a one shot announcement for Florists Telegraph Delivery Assn., Detroit (Grant Adv.), shown last spring on CBS-TV's *Person-to-Person*. Since then it has recorded on tape on week-to-week basis the Kellogg cereal commercials for *What's My Line?*—also CBS-TV—for Leo Burnett Co.; an 80-minute sales presentation for the NTA Film Network; a film for Pillsbury Mills' annual "bake-off" starring Eleanor Roosevelt (Campbell-Mithun); a tv pilot for Carl Eastman and Ernest Chappell's Video Varieties Inc., packagers of *Times Square Varieties*, a pilot film for a Telestudios-conceived tv series, *Spacemen USAF*, which it intends to produce on videotape, plus a number of industrial films shot simultaneously on 16 mm film and videotape. (It had prepared a series of videotaped commercials for the Mennen Co., via McCann-Erickson, for use in the sponsor's tv fights programs, but these commercials were never used since the agency found not enough tv stations were equipped to service VTR commercials.) Telestudios, which has on order the Ampex splicing apparatus—delivery expected "late this month"—also will beef up its VTR arsenal with a specially-ordered, custom built RCA wipe-effect amplifier.

So far, Telestudios is the only independent production center actively using videotape. But others are "raring to go." Among them:

• Termini Videotape Services Inc., 1440 Broadway, New York, a companion company of Termini Film Editorial Services Inc. (tv and theatrical film processors). TVS uses the studio and plant facilities of WOR-TV New York, owns one of two operating Ampex machines (the other being owned by the station). President Anthony Termini indicates his firm, "merely a service organization," won't try to compete with Telestudios as a "packager." Since receiving its Ampex console June 14, Termini has stuck to "experimentation," but says it's about to sign its first videotaped tv film order with a Dallas film producer. It, too, has on order the Ampex splicer. Delivery is expected on or about Oct. 15.

• Elliot, Unger & Elliot, 414 W. 54th St., New York, one of the first independent tv commercial and film production houses to install the Ampex equipment so far has limited its activities to making "pilot commercials" and a test film starring Hildy Parks (see box at right).

• Filmways Inc., 241 W. 54th St., New York, likewise so far has kept to "making test images." Its officials indicate, however, that they are about to leave the testing stage for actual production. Like EU&E, Filmways has been principally engaged in regular 16 mm tv film commercial work.

• Guild Films Co., New York, long-time film producer-distributor, is jumping into tape with both feet. It has several show properties in production planning stage for videotape series and has started distribution of KTTV (TV) Los Angeles' full-hour taped *Divorce Court*. In the Initial two weeks, *Divorce* has been sold to WPIX (TV) New York, WHDH-TV Boston and KING-TV Seattle.

Two other New York independent stations also are banking more and more on videotape. WPIX, for example, has ordered its first Ampex machine and expects to have it installed by Oct 1 in order to carry the premiere (first-run in New York) of *Divorce Court*.

(A sidelight was made known last week by the station: Its officials said that the Ampex Corp. had promised to feed *Divorce Court* out of its demonstration area at Grand Central Terminal Oct. 3 should the WPIX machine fail to arrive from Redwood City in time for that night's premiere.)

WOR-TV New York is using VTR in yet another way: It is making available to its clients use of the Ampex recorder at no cost. Additionally, it is using the Ampex console owned by the Yonkers (N. Y.) Raceway to record the trotting races there, then plays them back on its own machine. (The track officials use videotape to monitor race finishes, thus apparently have obsoleted the usual flash camera device.) Among the advertisers which WOR-TV says are now showing or about to show their commercials via videotape on that station's morning cartoon program are Miles Labs (Bactine) via Wade Adv. Assoc.; Taylor-Reed Corp. (Cocoa-Marsh) via Hicks & Greist; U. S. Rubber (Keds) via Fletcher D. Richards; Arnold Bakers via Charles W. Hoyt Co.; Good Humor Corp. via MacManus, John & Adams; Adell Chemical Co. (Lestoil) via Jackson Assoc., and the M&M Candy Div. of Food Mfrs. Inc. via Ted Bates & Co.

Ampex now has between 150-160 monochrome commercial production model videotape units in the hands of customers and its factory backlog currently calls for January delivery of new orders. It hopes this month to begin delivery of its initial prototype color units which will convert the monochrome recorders to color. ABC-TV now has 18 machines, CBS-TV has 23 with 6 on order, and NBC-TV 16 with 4 more to be added in November. Guild Films, New York, is understood to be the only film firm with a machine. No advertising agency has yet acquired one or placed an order, although many agencies throughout the country are actively using local station machines and those of commercial rental studios.

MUCH TO SAY

At least one tv network official had videotape on his mind last week, and said so. Sig Mickelson, CBS Inc. vice president and general manager of CBS News, advocated the new technique in addresses before the Overseas Press Club in New York (page 52) and the Indiana Broadcasters Assn. in Indianapolis (page 78).

AN *interview show is essayed by Elliot, Unger & Elliot in a projected videotape series, offering Lawrence Langner, president of the Theatre Guild, on the pilot of* The Hildy Parks Show. *At right Bill Unger (at console) reruns the tape for Miss Parks, Mr. Langner and Mike Elliot.*

HOW TO SIDESTEP THE DARKROOM

New uses for videotape seem to be found regularly. This is not the first time it's been so used, but in the accompanying pictures it is being employed to make a pilot of a projected television series—*The Hildy Parks Show*, an interview program on which Miss Parks interviews notables. Shooting on the pilot tape was done in one evening, and the program was ready for showing to advertisers and agencies immediately. The pilot was made at the New York studio of Elliot, Unger & Elliot, the film commercial maker which claims to be first in its field to install Ampex videotape equipment (last April). Thus far the firm has taped one commercial for Lux which has not yet been broadcast, has done a number of "pilot commercials" for other clients who, like EU&E, want to get the feel of videotape and explore its possibilities through actual usage.

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COURT TO TEST CATV 'PIRACY'

Community antenna services, living off borrowed tv programs, will be called into court next week (Sept. 17). The first major test of the property rights of broadcasters, whose signals are picked up free and then sold by CATV systems, will come in the U. S. District Court at Helena, Mont.

Ed Craney, veteran broadcaster and principal in Z-Bar Network and associated radio-tv stations, has challenged the "pirating" of his signals by Helena Television Inc., operator of a community cable system in Helena. He has asked the court for a temporary injunction pending legal consideration of his petition.

Mr. Craney charges that Helena Television picks up the programs of Z-Bar's KXLF-TV Butte, 50 miles away, by means of a mountaintop antenna and then services some 1,800 subscribers hooked into its cable system in Helena. This is done, he charged, without KXLF-TV's permission and despite its repeated demands that the "pirating" cease.

The cable service feeds KXLF-TV's programs in Helena in direct competition with KXLJ-TV, Z-Bar's tv broadcast station in Helena, according to the Craney petition. KXLJ-TV rebroadcasts KXLF-TV Butte programs with permission, receiving the signals by means of a microwave relay station licensed by the FCC. High mountains prevent Helena viewers from picking up the KXLF-TV broadcasts directly.

Helena Television, the petition states, converts the ch. 4 KXLF-TV signals to ch. 2 and charges subscribers $3.94 per month plus a cable connection charge of about $48. As a result, the petition continues, KXLJ-TV has difficulty attracting advertisers to broadcasts of programs originating at KXLF-TV, its sister station; cannot build up goodwill in the community and is damaged by "the piracy and rebroadcasts" by Helena Television.

Unless the cable system is enjoined from the "piracy," Z-Bar claims, KXLJ-TV Helena will be forced to stop operating because of lack of revenue. The KXLJ-TV plant represents an investment of $100,000 and it has been losing money since the start of operations last January, it is explained, interfering with the station's public service.

Three formal demands were made on the Helena cable system to stop "pirating" KXLF-TV programs, according to the petition. The last was made June 23, 1958.

The cable system is violating the Federal Communications Act, it is charged. First citation is Sec. 325(a): "No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station."

Cable service is provided without authority of KXLF-TV and despite demands that it be stopped, the petition states, adding that the cable pickups even include broadcast warnings that programs cannot be retransmitted for profit and that performance and copyright fees have been paid by the originating station.

Second Communications Act citation is Sec. 3(k), which contains this definition: " 'Radio station' or 'stations' means a station equipped to engage in radio communication or radio transmission of energy." Helena Television is equipped to engage in radio communication, the petition claims, and rebroadcasts KXLF-TV signals over its cables after converting from ch. 4 to ch. 2.

The term "broadcasting" is defined in Sec. 3(c) this way, according to the petition: " 'Broadcasting' means dissemination of radio communication intended to be received by the public directly or by the intermediary of relay stations." The cable system's equipment, changing the frequency of signals from ch. 4 to ch. 2 and then delivering them by cable are cited in connection with Sec. 3(c).

Z-Bar asks the court to issue a permanent injunction preventing the cable system from delivering its signals to subscribers, with a temporary restraining order during court consideration of the petition.

Former Sen. Clarence O. Dill, Spokane attorney who was one of the authors of the original radio act, presented the petition for Z-Bar and KXLF-TV in the court of federal Judge W. D. Murray. The petition notes that Helena cable subscribers will continue to get KXLF-TV programs on their sets by free reception of KXLJ-TV's rebroadcasts during the period of a temporary injunction.

CATV Firm Fails to Halt Relay

The FCC last week turned down Montana Microwave, Missoula, Mont., which feeds a CATV system in Helena, Mont., in its bid for dismissal or designation for hearing, and granted the application of ch. 12 KXLJ-TV Helena for a private tv intercity relay system between that city and Butte. At the same time the Commission granted ch. 35 WIMA-TV Lima, Ohio, a private tv intercity relay system between Lima and Fort Wayne, Ind. In making the KXLJ-TV grant the FCC advised Montana Microwave of its July major policy decision allowing tv outlets to operate their own private intercity tv relay systems regardless of whether any commercial common carrier facilities are available [GOVERNMENT, Aug. 4].

Montana Microwave Order

FCC has denied a petition for reconsideration and protest by Montana Microwave, Kalispell, Mont., microwave common carrier serving the Missoula, Mont., cable tv company, against a June 18 grant for KSMO-TV Missoula to modify its own radio relay bringing in Spokane, Wash., tv signals. The FCC said allegations of injury were speculative and that its July 31 order permits stations to have their own microwaves [GOVERNMENT, Aug. 4]. Montana Microwave, which also serves a cable company in Kalispell, claimed that improved KSMO-TV microwave relay would permit

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station to bring in all three Spokane stations (as against a single Spokane outlet now) thus jeopardizing business of the Missoula cable company.

Rollins Says He'll Seek Ch. 12 if Storer Quits

The first bid for Wilmington's ch. 12 (and the body isn't even cold yet) was made Friday by multiple broadcaster O. Wayne Rollins, president of Rollins Broadcasting-Telecasting Inc., who announced that he would apply for the Wilmington channel "when the license is vacated by Storer Broadcasting Co."

Rollins stations include two in Delaware —WAMS Wilmington and WJWL Georgetown—as well as a tv in Plattsburgh, N. Y., and radio stations in Newark, N. J.; Chicago, St. Louis, Indianapolis and Norfolk, Va. The company is headquartered in Wilmington.

"It has always been my hope that Delaware could have its own television service with particular emphasis on local and regional events," Mr. Rollins said.

At the moment, Storer has asked the FCC to permit WVUE (TV) Wilmington to go dark on Sept. 13 pending its sale [AT DEADLINE, Sept. 1]. This request was received by the Commission last week. Storer also stated that if no buyer is found, it is proposed to surrender the ch. 12 permit.

In his letter to the FCC, George B. Storer, president and majority stockholder of the company bearing his name, said that his company had spent $4 million in buying the Wilmington facility and $749,000 in improving its facilities. This included moving the transmitter from Wilmington to Pittman, N. J., to more adequately serve Philadelphia. Mr. Storer said that as of July 31 the station has had an operating loss of more than $2 million—average over $147,000 a month.

Mr. Storer bought WVUE and Philadelphia radio stations WIBG-AM-FM in 1957 for $5.6 million from Paul F. Harron. Mr. Harron bought the tv station from the Steinman interests in 1955 for $3.7 million.

The application for FCC approval of the $4.5 million purchase of ch. 6 WITI-TV Milwaukee by Storer was also filed at the FCC last week.

It showed that the Storer company was paying $4,462,500 for all 10,500 outstanding shares of Independent Television Inc., licensee of the non-network affiliated ch. 6. This figures out to $425 per share. Major stockholders of WITI-TV are Jack Kahn, 30%; Arthur Fleischman and Lawrence Fleischman, each 14.75%; Sol Kahn, 8.8%; Robert K. Strauss, 5.78%; Max Osnos, 13.3%; William A. Roberts, 7% and Emanual Dannett, 5.15%.

WITI-TV balance sheet as of June 30 showed total assets of $1,102,825, with current assets of $113,015. Total current liabilities totaled $215,107, and long term indebtedness $479,662. Deficit to the end of 1957 was $678,103, and losses in first six months of 1958 were $79,782.

WITI-TV won its grant in 1955, in a comparative hearing contest over WMIL Milwaukee. The ch. 6 station is officially allocated to Whitefish Bay, a suburb of Milwaukee.

In his letter to the FCC, Mr. Storer said his company would be willing to accept the transfer of control of the ch. 6 station subject to prior disposition of WVUE.

Storer's requirement to dispose of WVUE is necessary in order to meet FCC regulations which forbid any one owner from owning or controlling more than five vhf television stations. Storer also owns vhf outlets in Detroit, Toledo, Atlanta and Cleveland.

Final Order on 770 Kc, But Record Stays Open

The FCC last week issued what appears to be final orders in the nearly-two-decades-old 770 kc case—but ordered the proceeding to be kept open "for the purpose of considering further adjudicatory matters. . . ."

The Commission ordered both WABC New York and KOB Albuquerque, N. M., to operate on 770 kc, both with directional antennas. It maintained the channel as a Class 1 frequency. It also approved use of 50 kw at night, directionally, for KOB.

It said it would specify the parameters (limits) of the directional patterns.

The case actually started in 1941 when KOB, which began operating in 1922 and had used several frequencies and powers, was assigned 1030 kc with 10 kw in March. Later in the year, the Commission on its own motion granted KOB a special service authorization to operate on 770 kc with 50 kw day and 25 kw night. ABC at that time began proceedings to force KOB off its Class 1-A channel—an opposition that has run for 17 years.

During that time ABC won two appeals court decisions—the first, in 1951, held that the FCC was required to give ABC a hearing on why KOB's SSA should be continued; and the second, in 1955, when the same court held that ABC must be protected at night. This last resulted in KOB directionalizing at night.

During this time the station was sold twice: in 1952 to Time Inc. and the late Wayne Coy, and in 1957 to KSTP Inc. (Stanley Hubbard).

Last February, FCC Hearing Examiner

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Hugh B. Hutchison issued an initial decision which recommended that 770 kc be changed to a Class 1-B channel [GOVERNMENT, Feb. 10]. That would have permitted both stations to operate on the frequency at night.

But, by maintaining the classification of the frequency as Class 1, the Commission is protecting the channel's status in international agreements, it is understood. Under the present Class 1 status, no foreign country may use the frequency at night. If it were changed to Class 1-B, other North American countries could use 770 kc at night, although they would have to protect U. S. stations on the same frequency at the border.

The FCC in its proposed clear channel rule-making notice suggested that 770 kc be duplicated in the same manner as last week's decision [LEAD STORY, April 21]. This proceeding is still pending.

Early Comments Filed On Multiplexing Uses

With the deadline for filing comments still nearly a month off (Oct. 2), almost a dozen replies had been received by the FCC through last Thursday on the Commission's request for opinions on whether it should take action broadening its rules to permit more types of fm multiplexing service [AT DEADLINE, July 7]. Among the extended uses of multiplexing which have been mentioned are price quotations for supermarkets, doctor-paging service and traffic light control.

In its comments to the FCC, KDFC (FM) San Francisco declared itself against any limitations on the types of subsidiary communications an fm outlet may provide. The California station also wants fm stations to be able to use subsidiary communications for relay purposes with only "technical considerations" limiting the number of sub-channels in use. KDFC (FM) further feels there should be no specific sub-channel authorizations and the use of these channels should be permitted when the main channel is not in use. KDFC (FM) is against any FCC grant for subsidiary communications "which can be intercepted by the general public," such as stereophonic broadcasting.

KCMS-AM-FM Manitou Springs, Colo., notes that economics will limit the types of subsidiary communications and the FCC won't have to. KCMS-AM-FM agrees with opinions expressed by KDFC (FM) in regard to the use of relays, no limitation on channels to be used, and no specific sub-channel frequencies being allocated. KCMS-AM-FM feels, however, that these sub-channels should not be used when the "main channel is not being modulated."

George Marti, president of KCLE-AM-FM Cleburne, Tex., commented that subsidiary communications should be limited, relay uses should be allowed, there should be only technical limits placed on the number of sub-channels to be used, and these channels should have no time limit as to their use.

KGAF Gainesville, Tex., was against any limits on the types of subsidiary communications, in favor of relay utilization, against specific sub-channel allocations, and in favor of allowing the use of the sub-channels even when the main channel is silent.

Dwight Harkins, multiplex manufacturer in Phoenix, Ariz., supports some of the stations' comments as to urging that no limit be placed on subsidiary operations, permission be granted for the use of relaying, no limit be placed on sub-carrier channels, and stating that fm stations should be allowed to engage in multiplexing even when the main broadcast channel is not being used. Mr. Harkins reports that he has tested over 45 stations and in no case has he found that multiplex has shown any effect on quality of the main broadcast channel.

In contrast to these views, Radiocall Paging Service of Oklahoma City, Okla., lashed out at the possible use by fm stations of their multiplexing operations for paging service. "The FCC should not under any circumstances let the fm industry supply paging service on their facilities . . . Let's not let paging be done by every Dick, Tom and Harry, as a sideline . . . Let's place each industry on its own feet . . . Let's help the paging pioneers . . ."

International Municipal Signal Assn. asked the FCC for permission to use multiplexing to control traffic lights. Electronics equipment manufacturers Heath Co. requested "further evaluation of the multiplexed system" before any decisions are made.

Originally, in its amendment to the rules three years ago, the FCC authorized only specific functional fm operations, involving specialized programming consisting of news, music, time, weather and the like [GOVERNMENT, March 28, 1955].

Ike Signs Appropriations Bills, FCC Receives $600,000 Increase

President Eisenhower has signed a second version of the independent offices appropriation bill, which gives the FCC $8.9 million for fiscal 1959 operation. This is an increase of $600,000 over the $8.3 million appropriated for fiscal 1958, ended last June 30.

During July and August, the Commission spent money, under a special congressional authorization, at the rate called for in the 1959 appropriation. The President vetoed the first independent offices bill because he objected to an appropriation for civil service retirement. Congress then repassed the measure without the civil service provision.

The FTC received $5.9 million for its fiscal 1959 operation, approximately the same as in 1958.

A supplemental appropriations bill, which earmarks $10 million for a USIA transmitter to be constructed in North Carolina and an additional $142,000 for FCC salaries and expenses, also has been signed by the President. The National Defense Education bill, signed last Tuesday (Aug. 2), appropriates $8 million to be used over a period of four years to study the use of radio, tv and other media in education. All three measures were passed by Congress just prior to adjournment two weeks ago.

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AT&T CALLED UNFAIR BY NEWS ASSOCIATES

- **New firm cites 'press' rates**
- **Seeks same deal for radio-tv**

An infant news-gathering organization, News Assoc., on behalf of its radio station clients has tackled a giant among corporations, AT&T, in an effort to secure reduced "press" broadcast rates on long distance telephone calls.

In a Wednesday (Sept. 3) letter to the FCC, News Assoc. President I. Herbert Gordon claimed it is unfair for the printed word to receive telegram press rates while while no allowance is made for spoken radio-tv news reports via telephone. "In the whole complex of news flow, the broadcasting-telecasting industry has been generally ignored as though it were a mere stepchild in the field of news, without either the stature or significance of printed publications," Mr. Gordon charged.

He cited an example of two reporters, one for radio, the other for a newspaper, covering the same story at the same time. The newspaper reporter files his story via telegraph at reduced press rates, while the radio man telephones a broadcast directly to his station and is charged the regular commercial rate, he said.

"The inequity is obvious. It needs correcting," Mr. Gordon said.

News Assoc. informed the Commission that it has hired Stanley B. Frosh, Washington attorney, to file a formal petition seeking to require AT&T to establish a reduced "broadcast news" long distance telephone rate.

Mr. Gordon said Thursday the pleading would be filed within the next two weeks. He said that at times News Assoc.'s station clients are charged more by the telephone company than by the news-gathering organization for individual telephone broadcasts.

News Assoc. was formed in late June by former employes of INS following the UP-INS merger. It got into the broadcast business when five stations asked for on-the-spot coverage of the Supreme Court's special session on Little Rock school integration. Special and regular Washington coverage has been provided to several other stations by News Assoc., headquartered in Washington's National Press Building.

Mr. Gordon said he would welcome suggestions from stations regarding the move to secure reduced broadcast rates from AT&T.

FCC Withholds Action on 3 U's At Request of Malco Theatres

The FCC last week granted a request by Malco Theatres Inc., Memphis, to withhold action until Nov. 23 on the firm's pending applications to construct three new uhf outlets. Malco had written the Commission asking for a delay due to the "uncertainties as to the overall future of uhf . . .".

The three channels in question are ch. 40 in Columbus, Ohio, ch. 65 in Kansas City, Mo., and ch. 68 in Davenport, Iowa. FCC action is being withheld on these facilities provided that competing applications for some or all of them are not filed in the meantime. The Commission noted that its grant in this case is without prejudice to such action as it may take with regard to any application Malco might file for extension of time to construct those tv stations for which it now holds construction permits.

Malco now holds ch. 19 Oklahoma City, Okla., ch. 48 Memphis, Tenn., and ch. 54 Utica, N. Y.

School, Commercial Tvs To Share Michigan Vhf

The first commercial-educational tv share-time operation was authorized by the FCC last week with the grant of ch. 10 Onondaga, Mich., to Television Corp. of Michigan Inc. and State Board of Agriculture. Comrs. T. A. M. Craven and Frederick Ford dissented and Comr. John Cross did not participate.

The precedent-making grant, which would see State Board of Agriculture handling the outlet's programming every weekday morning and early afternoon, 4½ hours each evening and four hours Sunday afternoon, with the commercial operators using the channel at all other times, denied three competing applications for ch. 10 in Parma, Mich. The unsuccessful applicants are Triad Television Corp., Booth Broadcasting Co., and Jackson Broadcasting & Television Corp.

State Board and Tv Corp. of Michigan were favored for ch. 10 in Onondaga in an initial decision early last year [GOVERNMENT March 11, 1957]. At that time, FCC Hearing Examiner Annie Neal Huntting found that the two winning applicants were superior over their competitors on integration of ownership and management; broadcast experience, local residence, past operation of broadcast stations and awareness of community needs and most likely to effectuate their programming proposals.

State Board of Agriculture is the governing body for Michigan State U. On July 7, State Board surrendered its permit for educational ch. 60 WKAR-TV East Lansing, Mich. Tv Corp. of Michigan is owned by Edward E. Wilson, 60%, and WILS Lansing, 40%, the latter principally owned by John C. Pomeroy and family.

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WAVY-TV Protest Snarls Norfolk Ch. 13 Merger

An FCC hearing set to take virtually *pro-forma* action on approval of a merger agreement among three applicants for ch. 13 Norfolk burst into flame last week when an existing Norfolk station entered the case as an intervenor and charged that the merger agreement was a payoff.

WAVY-TV Norfolk, on ch. 10, also (1) charged that the grant could not be made because of potential duopoly and (2) raised a legal question under Virginia state law.

The ch. 10 ABC-affiliated station received permission to enter the hearing last week from Chief Hearing Examiner James D. Cunningham. It acquired standing to intervene on the ground of economic injury which it might suffer if a third vhf station is authorized in Norfolk. Norfolk is also served by CBS-affiliated ch. 3 WTAR-TV.

Last July, the three competing applicants for Norfolk's dropped-in ch. 13 reached a merger agreement, permitting WVEC-TV Hampton-Norfolk (now operating on ch. 15 there) to receive the grant. The other two applicants agreed to withdraw their applications. They are ch. 27 WTOV-TV Norfolk and Virginian Television Corp.

WVEC-TV is owned by Thomas P. Chisman and associates. WTOV-TV is owned by Temus R. Bright and Louis H. Peterson (Mr. Peterson owns WNOR Norfolk). Virginian stockholders include some who own WBOF Virginia Beach.

The merger agreement provided that Virginian Television and Mr. Peterson will each receive a 10% interest in WVEC-TV. Mr. Bright will receive a five year management contract, totaling $150,000. Mr. Peterson also will receive $26,067 for out-of-pocket expenses in connection with the WTOV-TV ch. 13 application. Virginian will be partially reimbursed with $45,430 for its out-of-pocket expenses. WVEC-TV also agreed to take over a $50,000 note by Mr. Bright to Mr. Peterson's WNOR.

It is also contemplated that Peninsular Broadcasting Corp., licensee of WVEC-TV, will spin off its WVEC radio station.

The merger agreement was submitted to Hearing Examiner J. D. Bond late in July, but approval was postponed to Sept. 3 when Broadcast Bureau counsel stated he was unable to agree without further study (Government, Aug. 4).

The FCC assigned ch. 13 to Norfolk last year in its deintermixture proceedings.

In allied actions the Commission authorized WVEC-TV to change its assignment from ch. 15 to ch. 21 on a temporary basis to avoid electrical interference and denied various petitions and applications by other Norfolk parties for temporary operation on the vhf channel.

SEC STOCKHOLDER SCORECARD

The following stock transactions by officers and directors of companies in the radio-tv and allied fields were reported last week by the Securities & Exchange Commission (common stock unless indicated otherwise):

Allied Artists Pictures—Roger W. Hurlock in June bought 2,500 shares, giving him a total of 17,400.

Borg-Warner Corp.—Robert S. Ingersoll in July increased his holdings by 200 shares, giving him 2,000 total; George P. F. Smith, also in July, sold 500 shares which left him with 400.

Allen B. DuMont Labs—Allen B. DuMont last June decreased his holdings to 28,301 shares by disposing of 4,600.

General Electric Co.—William S. Ginn bought 450 shares for 3,617 total; James H. Goss purchased 480 shares, giving him 3,024; Robert Paxton purchased 1,000 shares for 21,502 total, and Willard Sahloff bought 1,545 shares for 6,174 total. Ralph J. Cordiner decreased his holdings to 11,630 shares by selling 6,000 and Philip Reed sold 700 shares, leaving him with 9,000. All of the GE transactions were in July.

Guild Films Co.—Harry A. McDonald increased his holdings to 1,000 shares by purchasing 500 in July.

Loew's Inc.—Charles Braunstein in July purchased 500 shares, giving him 2,500 total.

Magnavox Co.—Richard A. O'Connor sold 1,000 shares of capital stock, leaving him 50,917 total.

National Theatres Inc.—Peter Colefax and T. H. Sword sold the 1,000 and 200 shares, respectively, they held in firm. Jack M. Ostrow Corp. purchased 1,000 shares for total ownership of 81,000. All transactions were in July.

Philco Corp.—Charles S. Cheston in July increased his holdings to 2,500 shares by purchasing 624. Philco's profit sharing plan the same month disposed of 1,800 shares, acquired 11,802 for total ownership of 476,071.

Television Industries Inc.—E. H. Ezzes purchased 100 shares, his only ownership in firm; Arnold C. Stream purchased 300 shares, giving him 400 total. Both transactions were in July.

United Artists Corp.—Robert W. Dowling holding company in June purchased 200 shares, his only ownership in firm.

Westinghouse Electric—John M. Schiff purchased 500 shares and Tom Turner 200, giving them total of 12,500 and 2,125, respectively, in July.

Rep. Keating to Go for Senate

Rep. Kenneth Keating (R-N. Y.), at the urging of President Eisenhower and Vice President Nixon, has decided to accept the Republican nomination to run for the U. S. Senate. Rep. Keating is the ranking minority member of the House Judiciary Committee. He will be opposed by New York City District Attorney Frank Hogan, the Democratic nominee.

FCC Reports 65 Class IV Bids To Go Above 250-w Power Limit

Sixty-five Class IV (local) am stations thus far have applied for power increases up to 1 kw. The FCC said it would accept bids to lift the 250-w limit on some 900 Class IV's in a rule-making [AT DEADLINE, June 2] which took effect in July. Of the applications on file with the Commission, five are for 500, the rest for 1 kw.

Final FCC action, however, must await coordination with other countries because the North American Regional Broadcast Agreement would maintain the 250 w limit.

The current applicants:

1230 kc: WAYX Waycross, Ga.; WJEF Grand Rapids, Mich.; WIKB Iron River, Mich.; WSOO Sault Ste. Marie, Mich.; KXRA Alexandria, Minn.; WCMA Corinth, Miss.; WHSY Hattiesburg, Miss.; WNIA Cheektowaga, N.Y.; WKBO Harrisburg, Pa.; KNUZ Houston, Tex.; KQTY Everett, Wash.

1240 kc: WOWL Florence, Ala.; WINK Fort Myers, Fla.; WINN Louisville, Ky.; WFEF Hagerstown, Md.; WMIS Natchez, Miss.; WJNC Jacksonville, N.C.; WENK Union City, Tenn.; KGY Olympia, Wash.; WDNE Elkins, W. Va.

1340 kc: WNHC New Haven, Conn.; WDSR Lake City, Fla.; WTYS Marianna, Fla.; WGAU Athens, Ga.; KROC Rochester, Minn.; KATO Reno, Nev.; WMBO Auburn, N.Y.; WMSA Massena, N.Y.; WKRZ Oil City, Pa.; WHAT Philadelphia; WRAW Reading, Pa.; WRHI Rock Hill, S.C.; WSSC Sumter, S.C.; WKEY Covington, Va.; WJMA Orange, Va.

1400 kc: WNEX Macon, Ga.; WALE Fall River, Mass.; KTTS Springfield, Mo.; WEST Easton, Pa.; WJET Erie, Pa.; WRAK Williamsport, Pa.; WCOS Columbia, S.C.; WINA Charlottesville, Va.; WINC Winchester, Va.

1450 kc: WILM Wilmington, Del.; WOL Washington; WSPB Sarasota, Fla.; WBHF Cartersville, Ga.; WHTC Holland, Mich.; WELY Ely, Minn.; KUDI Great Falls, Mont.; KORE Eugene,

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1490 kc: WAMV East St. Louis, Ill.; WOPA Oak Park, Ill.; WNDU South Bend, Ind.; WBTA Batavia, N. Y.; WOLF Syracuse, N.Y.; WARD Johnstown, Pa.; WMRF Lewistown, Pa.; WOPI Bristol, Tenn.; KSAM Huntsville, Tex.; KVOG Ogden, Utah.

Seven Am Applicants Approved For Permits by FCC Last Week

The FCC granted seven am construction permits last week to:

- Broadcasters Inc., Van Buren, Ark., to operate on 1580 kc with 1 kw, day, remote control permitted.
- Pueblo County Broadcasting Co., Pueblo, Colo., 690 kc, 250 w, day.
- The Benay Corp., Idaho Falls, Idaho, 900 kc, 1 kw, day, remote control.
- Western Maryland Broadcasting Co., Frostburg, Md., to operate on 740 kc with 250 w, day, engineering condition.
- King's Garden Inc., Belgrade, Mont., 630 kc, 1 kw, day, remote control. Comr. Robert Lee dissented.
- Broadcasters Inc., Barre, Vt., to operate on 1450 kc with 250 w., remote control.
- Ladon Broadcasting Corp., Merrill, Wis., to operate on 730 kc with 1 kw, day.

For other broadcast actions of last week, see FOR THE RECORD, page 99.

FCC Drops Action as WKTV (TV) Readies Shift From Ch. 13 to 2

A solution to the Utica, N. Y., ch. 2 situation came last week when the FCC dismissed a show cause order hearing, scheduled for Sept. 3, and WKTV (TV) Utica prepared to begin building its transmitter at a new location. When that is completed, ch. 35 WTRI (TV) Albany, N. Y., will be able to begin operating on ch. 13.

WKTV now operates on ch. 13. It was ordered to change its assignment to ch. 2 last year when the Commission assigned ch. 13 to Albany, N. Y. The Utica station chose a hill about 12 miles east of the city, but the Washington Airspace Panel refused to approve the 1,000-foot antenna. WKTV found a second site, but this conflicted with the 60-mile separation requirement between stations on adjacent channels. WSYR-TV Syracuse, N. Y., is on ch. 3, and WKTV's second choice would not meet the required 60-mile separation between the two transmitters. In April the Commission ordered the case to a hearing, with a show cause order requiring WKTV to use a lower antenna height.

Two weeks ago Airspace Panel reconsidered and approved WKTV's first choice with its 1,081-ft. antenna. The Commission dismissed the scheduled hearing and is expected to issue an authorization soon.

FCC Questions Translator Bid

The FCC last week sent a McFarland letter to Tucumcari Television Co., San Jon, N. M., applicant for a new tv translator on ch. 70. The Commission stated that it had received reports that Tucumcari Television has allegedly constructed and operated the proposed translator station. The FCC also wants to know whether the applicant intends for its ch. 70 translator to serve San Jon or act as a link in conjunction with the community antenna at Tucumcari.

TPA Plans U. S.-Russia Film Swap

A deal is being worked out whereby a U. S. syndicated film distributor will swap its product with that produced by the state-owned Soviet tv film industry, it was disclosed last week in New York.

"Within the next 60 days," Television Programs of America Inc., New York, should know whether the talks in Moscow between Russian film officials and Manny Reiner, vice president of TPA's foreign operations, will have been worthwhile, the company announced Thursday. Mr. Reiner returned from the U.S.S.R. last Tuesday (Sept. 2).

While Mr. Reiner hedged considerably as to actual terms and properties involved, he made it clear the negotiations do not involve an exchange of cash "since the Soviets seem more interested in exchanging —bartering, if you will—their films for ours." Should Mr. Reiner's talks see fruition, TPA would be free to distribute —either on network or syndicated basis— "a maximum of six entertainment programs" for which TPA would receive normal network or station payment and keep these monies. TPA would, in return, make available to the Soviet Committee for Radiodiffusion & Television (U.S.S.R. Council of Ministers) such TPA products as *Lassie* and *Fury*, which the Soviets would dub into Russian. (TPA in New York would dub the Soviet film properties for U. S. consumption).

He indicated that none of the properties —American or Russian—would have "political value," and that therefore so far as TPA is concerned, it would not anticipate advertiser or general audience resistance to the Soviet-made programs.

"I made it clear to the Russians that cultural exchanges are fine, but that TPA is in business to make money. Apparently they understood," Mr. Reiner noted. He refused to divulge actual details of the film exchange program, but said "I think we have the basis for a deal."

At the same time, Mr. Reiner said he also hoped to come to "some sort of agreement" with the broadcast heads of various Soviet satellites about similar arrangements. While in Warsaw, Mr. Reiner talked with members of the television division of the Polish Committee for Radio Affairs, and in Prague, with the Czech Committee for Radio & Television. Spokesmen for TPA said "a specific agreement between Czech tv authorities and TPA has been worked out 'in principle' "and now must be further implemented by a formal agreement."

Mr. Reiner also gave a general rundown of Soviet tv activities and his impressions of them. He found it "simply amazing" that theatrical films in Russia are released to video within weeks after opening play dates, but was told that there is nothing unusual in this practice. "After all," he reported one Soviet official as telling him, "it's the same management." Among some of Mr. Reiner's findings:

- Moscow's two channels commence daily operations at 7 p.m., sign off before midnight; Polish tv operates on a summer cycle of five days weekly and a regular (fall) schedule of six days weekly—also on an evening schedule; Czech tv signs off earlier but will go on a seven-day basis starting next January; the Moscow set count for 5.2 million population is about 1.2 million and a rapid growth in community antenna usage compared to Leningrad, where the visitor sees the familiar individual rooftop antennas; Russian made tv sets—ranging from 8-21 inches in size—retail for 800-2,400 rubles (or in dollar terms based on the exchange rate of 4-to-1, $200-$600 [B&W]).
- Network tv as it is known here is nonexistent in the U.S.S.R. and none is planned for another two to three years. Some 60% of Russian tv fare is "canned," stresses public affairs and education and is government-produced, thus reflecting the party line.
- In the two satellites television is less somber in output and even embodies the quiz show, giveaway and melodrama. In Czechoslovakia, 70% of programming is live, but the total set count for that country is no higher than 250,000; Poland, with a present set count of 40,000 is building 11 new stations and this month will set up its first tv network.

50 Warner Features Set for AAP Tv Sale

Associated Artist Productions suddenly has inserted a new reel for tv's continuing play of pre-1948 feature motion pictures.

The company is announcing today (Sept. 4) that additional pre-1948 feature products —more than 50 Warner Bros. feature films originally among those films to which rights were purchased by AAP in 1956—have been cleared for tv.

A good many features were held back up to this time because of negotiations on talent and union payments.

AAP says it took "intensive activity on the part of lawyers, agents and company executives and . . . expenditures running well up in six figures" to clear the features for television. Included were payments to guilds and to estates or stars which had rights in perpetuity to motion pictures.

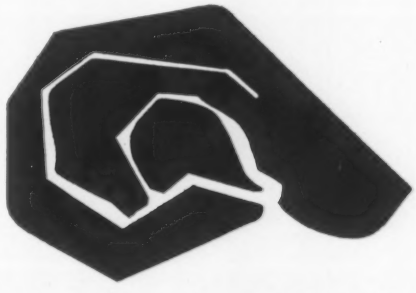
W. Robert Rich, general sales manager of

THE *"Maltese Falcon" is one of the titles in AAP's new package. This scene shows (l to r) Humphrey Bogart, Peter Lorre, Mary Astor and Sidney Greenstreet.*

the ATTENTIVE ear

—that's what you get on WFAA RADIO! Here's a real oasis for the advertiser tired of the "exposure" type audience requiring 3 or 5 times the spots to do the selling job one spot *should* do!

People dial WFAA to *hear* farm news . . . to *hear* drama and comedy . . . to *hear* authentic news happenings . . . to *hear* something musically different. These are the "attentive" ears—and there are more tuned to WFAA-820* than to any other station in Texas, according to A. C. Nielsen!



the stations with "variety programming"

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC

*shares time with WBAP

Radio Services of
The Dallas Morning News
Edward Petry & Co., Nat'l. Reps.

AAP, announced the new film clearance. Though AAP acquired all rights to the Warner library, AAP said "in the cases of a number of the pictures there were certain bars to immediate television release. Obviously, Warner Bros. could not sell more than it owned, and arrangements had to be made by AAP individually with stars, copyright owners, the Screen Actors Guild and others who held rights with respect to those pictures."

Among the new titles released by AAP: "The Maltese Falcon" with Humphrey Bogart, Mary Astor and Sidney Greenstreet; "The Prince and the Pauper" with Errol Flynn, Claude Rains and the Mauch Twins; "The Life of Emile Zola" with Paul Muni; "Hollywood Canteen" with a number of Hollywood box office attractions; "Cry Wolf" with Errol Flynn and Barbara Stanwyck; "Desperate Journey" starring Mr. Flynn; "Five Star Final" featuring Edward G. Robinson and "The Old Maid" with Bette Davis. Still other top stars such as Cary Grant, Joseph Cotten, James Cagney, Dick Powell, Danny Kaye, Walter Huston, John Wayne, Shirley Temple and Al Jolson are in the feature films newly released.

When AAP first sold its packages to tv, some of the motion pictures that had clearance problems had been included. Later, the distributor offered substitutions for these titles, some stations accepting but others preferring to wait for final clearance. In the meantime, several pictures played in a number of markets: For example, the "Falcon" was in 37 markets for a brief run, "Zola" in 26 markets and "That Hagen Girl," a Shirley Temple vehicle, hit 33 markets. AAP noted, however, that every one of the newly-released films at one time or another was taken out of circulation because of clearance problems and stressed that a substantial number never played even one market.

Along with announcement of the offering, AAP moved for immediate sale. Already signed for some of the newly-released films were the Triangle Stations, WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF-TV Binghamton, N. Y., WFGB-TV Altoona and WLBR-TV Lebanon, both in Pennsylvania. The five stations previously had purchased all of the Warner Bros. library made available.

At present, AAP has sold Warner features in 121 markets with the gross at the $45 million or more level. AAP has been selling nearly 700 Warner pictures in groups. About a year ago, the company retired a small number of these films, withdrawing them for a time from the market. With the additional 50, AAP once again boosts total Warner pictures available.

Philley Quits Ziv's Economee

Ben Philley, spot sales manager for Ziv Television Programs' Economee Div., has announced his resignation, effective today (Sept. 8), after ten years with the Ziv organization. He gave no reason for the resignation and said he had no immediate plans for the future.

Mr. Philley joined Ziv's Cincinnati office from Roy S. Durstine, New York, in 1948 and became sales promotion manager, sales manager and general manager of the radio division. He had headquartered in Cincinnati. Economee is a Ziv division devoted to rerun properties.

Mr. Philley's resignation follows that of Alvin E. Unger, vice president in charge of Ziv Television Programs' Chicago office, who left the organization after 19 years' service because of a policy disagreement [AT DEADLINE, Sept. 1].

FILM SALES

CBS-TV Film Sales will begin making available to all U.S. stations off-network availabilities of top-rated CBS public affairs programs. Network film sales will distribute free of charge—as public service and on sustaining basis—such items as *Face the Nation, Conquest* and *See It Now.*

Associated Artists Productions reports renewal contracts for Warner Bros. cartoons and Popeyes with WCSH-TV Portland, Me., and KCRA-TV Sacramento, latter station also renewing 400 Warner features. New sales included Warner cartoons and Popeyes to WLBZ-TV Bangor, Me.; Warner cartoons to KRTV (TV) Great Falls, Mont., KXJB-TV Valley City-Fargo, N.D., and KLZ-TV Denver; Popeyes to WABT-TV Birmingham, Ala., and packages of Gold Mine library to WIS-TV Columbia, S.C., WCKT (TV) Miami, WOI-TV Ames, Iowa, KGHL-TV Billings, Mont., WJTV (TV) Jackson, Miss., WNEW (TV) Bay City, Mich., and WABD (TV) New York.

Miles Co. of California will sponsor *Rescue 8,* half-hour tv film series produced by Wilbert Productions and syndicated by Screen Gems, on six west coast tv stations starting Oct. 1, advertising Alka-Seltzer, through Wade Adv. Agency, Los Angeles. Series, based on history of Los Angeles County Fire Dept. rescue squad, will be telecast for Alka-Seltzer on KRON-TV San Francisco, KBET-TV Sacramento, KRCA (TV) Los Angeles, all Calif.; KGW-TV Portland, Ore.; KING-TV Seattle and KHQ-TV Spokane, both Washintgon.

ABC Film Syndication added 13 markets last week to second-year renewal roster of *26 Men,* half-hour series, bringing renewal total to 44, Phil Williams, vice president in charge of syndicate sales, reported. New contracts are with: WXYZ-TV Detroit; WGR-TV Buffalo; KTBS-TV Shreveport; WMAL-TV Washington, D. C.; KROD-TV El Paso; KOB-TV Albuquerque; WJAC-TV Johnstown, Pa.; WTPA (TV) Harrisburg; WFBC-TV Cheyenne; KSBW-TV Salinas, Kan.; KOAM-TV Pittsburg, Kan.; WCSC-TV Charleston, S. C.; and WDSU-TV New Orleans.

KBET-TV Sacramento has purchased MCA-Tv film syndication's package of Paramount features.

WFIE-TV Evansville, Ind., has purchased Trans-Lux Encyclopaedia Britannica Film Library, for five year period.

POWER 6 PLUS

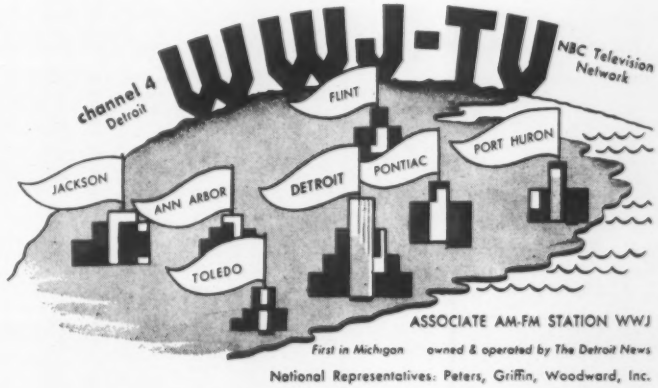
Be sure to write, wire or call for details on this Power 6 Plus package of post '48 films. These six power packed titles can be rounded into packages of any size with Governor Television Attractions' 300 additional titles.

GOVERNOR TELEVISION ATTRACTIONS, INC.
151 West 46th Street, N. Y. C.
JUdson 6-3675

THE IMAGE OF
BELIEVABILITY

Believable as the familiar schoolhouse and the bell that beckons youngsters back to books and lessons—that is WWJ-TV in Detroit. Eleven years of superior television service to southeastern Michigan have given WWJ-TV such dominant stature that every advertiser enjoys a priceless advantage.

Be sure this fall. Be sure to use WWJ-TV, Detroit's Believability Station.



National Representatives: Peters, Griffin, Woodward, Inc.

NAB Initial Fall Meet Upcoming Sept. 18-19

Southeastern broadcasters will join NAB officers and guest speakers on the program of the first NAB fall conference, to be held Sept. 18-19 at Biloxi, Miss. Members of panels and guest speakers were announced Thursday (Sept. 4) by NAB President Harold E. Fellows.

Programming opens the morning of Sept. 18 and winds up at the next day's luncheon. President Fellows will be luncheon speaker the opening day with William H. Thomas, radio-tv director of Fitzgerald Advertising Agency, New Orleans, addressing the second day's luncheon.

Taking part in a sales administration panel for radio delegates will be J. W. Hicks, WRDW Augusta, Ga.; L. M. Sepaugh, WSLI Jackson, Miss.; Joseph Sierer, Edward Petry & Co., Atlanta, and Hugh M. Smith, WCOV Montgomery, Ala.

Daniel W. Kops, WAVZ New Haven, Conn., will speak on news broadcasting at the radio panel. John F. Box Jr., WIL St. Louis, will discuss music programming and Robert T. Mason, WMRN Marion, Ohio, vice-chairman of the NAB Radio Board, will report as chairman of the All-Industry Radio Music License committee. The license group is conducting negotiations with ASCAP and BMI on renewal of music contracts.

Problems of radio staff operation will be discussed by Howard L. Brooks, WJBO Baton Rouge, La.; Ray Butterfield, WLOX Biloxi, Miss., and Wilton E. Cobb, WMAZ Macon, Ga. Charles Okell, of Charles Bruning Co., will open a panel on internal efficiency.

Dwight W. Martin, WAFB (TV) Baton Rouge, and George B. Storer Jr., Storer Broadcasting Co., will address tv delegates on cost problems. William MacRae, station relations director of Television Bureau of Advertising, will lead a panel, "Getting the Most for Your Sales Dollar." A panel on tv station programming will include Kenneth I. Tredwell Jr., WBTV (TV) Charlotte, N.C.; George Harvey, WFLA-TV Tampa, Fla., and James Woodruff Jr., WRBL-TV Columbus, Ga.

Second meeting in the fall conference series will be held Sept. 22-23 in Oklahoma City.

NAB staff executives who will speak and direct discussions at the eight conferences include John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Charles H. Tower, manager of broadcast personnel and economics; Donald N. Martin, public relations assistant to the president, and Vincent T. Wasilewski, government relations manager.

Rockefeller First RTES Speaker

Nelson A. Rockefeller, GOP nominee for governor of New York, will be the first speaker of the 1958-59 season for the Radio-Tv Executives Society, Wednesday (Sept. 10) at New York's Roosevelt Hotel. Mr. Rockefeller will inaugurate a series of monthly "Newsmaker" luncheons planned by RTES. Also slated: the RTES Production Workshop which on Sept. 18 will hold a demonstration of videotape at Telestudios in New York, and roundtable luncheons, the first set for Sept. 24.

RTES to Begin Seminars Nov. 18

The 1958-59 series of timebuying and selling seminars conducted by the Radio and Television Executives Society of New York will start Nov. 18, not Sept. 9 as erroneously reported in BROADCASTING last week. The luncheon sessions will be held at New York's Hotel Shelton and probably will number 16, conducted on consecutive Tuesdays except during the Christmas-New Year holiday period. Bob Teter of Peters, Griffin, Woodward, station representative, is chairman of the seminar planning committee.

Chicago SRA Sets First Meeting

The first luncheon meeting of the new Chicago chapter of Station Representatives Assn. is slated for tomorrow (Sept. 9) with FCC Comr. Robert E. Lee as principal speaker. The luncheon will be at the Sheraton Hotel at 12:30. Jack Davis of Blair-Tv heads the Chicago SRA chapter.

Indiana Politicians Advised to Use Tv News

Too many political candidates overlook the advantages that television news coverage could give them in their efforts to win and hold public office, Sig Mickelson, CBS Inc. vice president and general manager of CBS News said in a speech prepared for delivery Saturday night (Sept. 6).

They concentrate on tv for personal appearances during campaigns, he said, but they miss "the way in which television can be of greatest value" by failing to use tv's full advantages as a news medium.

Mr. Mickelson was slated to deliver the speech at the Indiana Broadcasters Assn.'s "Conference on Hoosier Politics" Saturday night at Indianapolis.

"Many candidates," he said, "get in touch with a television station only when they want time on the air. When they have news to relate, do they call that station's news department? Some do, but I'm afraid too many do not. Too many think they have exhausted all news possibilities when they call the city editor of the local newspaper. . . .

"A candidate can profit a good deal more by being covered frequently on news broadcasts than he can by a few broadcast appearances. It is infinitely better to be talked about on news programs than to do your own talking about yourself."

By helping radio and tv do a better news job, he said, "public servants are helping themselves as well."

Mr. Mickelson coupled his advice to office holders and candidates with a plea for them—and stations—to take steps to improve broadcast news coverage and to give radio and tv access to news events equal to that enjoyed by print media.

He called it "short-sighted" that "too many broadcasting stations who can afford a well-staffed and competent news operation are just not bothering to do so." News, he noted, can draw big audiences and is "a highly saleable property" if well handled, in addition to building prestige for the station and contributing to "a democratic process that depends entirely on a well-informed public in order to function effectively."

Mr. Mickelson suggested that one area where stations might improve their service is in special coverage of their Washington delegations. This, he said, "takes a little money" but need not be "a costly operation."

He cautioned politicians that television is "not a do-it-yourself medium," advising that "a good advertising agency" is essential for a successful tv campaign and that professional advice should be sought in other areas as well.

Sumbler, Swift, Biederman On Michigan Convention Panels

Panel leaders for the Michigan Assn. of Radio & Television Broadcasters annual convention Sept. 11-12 were announced last week.

Three sessions have been set for Thurs-

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50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Available
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for television

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HOUSTON
KPRC-TV

FRESNO
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**including the fabulous*
Academy Award Winner

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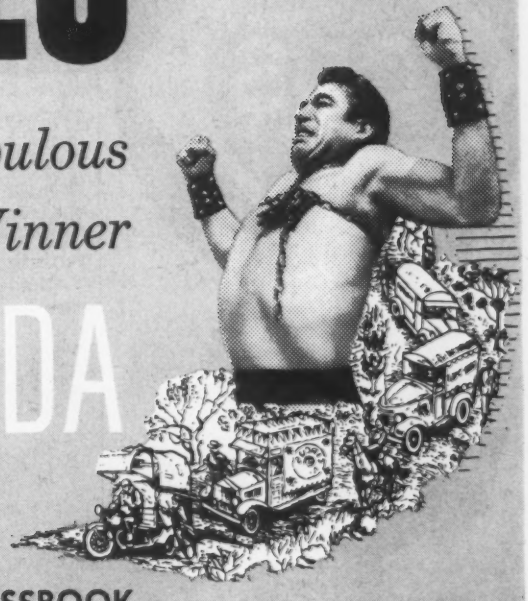

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day (opening day) activities at Hidden Valley in Gaylord, Mich., with Martin Giaimon, manager of WJEF Grand Rapids, Mich., presiding as MARTB president. Moderators are James R. Sumbler, WMTE Manistee, for "Radio Today," a critical appraisal of the medium's immediate future prospects; Art Swift, WOOD-TV Grand Rapids, for "Television Buying: 1958-59"; and Les Biederman, president of the Paul Bunyon Network, Traverse City, for a discussion of the Michigan business climate. Main speakers are Gerald A. Bartell, head of the Bartell Family Radio Group, and Sol Taishoff, editor-publisher of BROADCASTING.

Business meetings and election of officers for 1959 will occupy the Friday agenda. The convention closes Saturday morning with the annual championship golf tournament. John C. Pomeroy, WILS Lansing, is program chairman.

New England Meet Leads Off AWRT's 1958-1959 Calendar

Leading off American Women in Radio & Television's calendar of regional events for 1958-59 will be a New England Chapter conference next weekend (Sept. 12-14) in Stowe, Vt., according to Nena Badenoch, radio-tv director of the National Society for Crippled Children & Adults, Chicago, and AWRT national president.

On the following weekend, National Western Area, headed by Josey Barns, KDYL, KTVT (TV) Salt Lake City, will hold its first conclave in Salt Lake City since last spring's national convention in San Francisco.

The Sight 'n' Sound seminar of the Southern Area, comprising 11 southeastern states and the Virgin Islands, will take place in Columbus, Ga., Sept. 26-28. At the same time the Southwestern Area chapters will meet in Fort Worth, Texas.

The following is the remainder of the regional conference calendar: Heart-of-America six-state group will meet in Kansas City, Mo., Oct. 10-12; Pennsylvania conference will meet at Erie, Oct. 24-26; Indiana AWRT assembles in Indianapolis Nov. 15-16, and Michigan conference will be in Detroit Jan. 23-25.

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The SELLibrated (and only full powered) station in the
GOLDEN VALLEY
(Central Ohio)
WHTN TV
CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities
A COWLES OPERATION
Get the dollars and cents story from Edward Petry Co., Inc.

Culligan Looks Ahead In West Virginia Talk

Communications will be one of the "most dynamic" fields of the future, and radio and television stations and networks —even advertising—will be only parts of this overall industry or science. This forecast was made by Matthew J. Culligan, executive vice president in charge of NBC Radio, in a speech prepared for delivery at the West Virginia Broadcasters Assn. meeting (Sept. 5). The meeting was held at White Sulphur Springs.

"I am confident," he said, "that eventually such titles as marketing, merchandising, promotion, even advertising, will disappear, and that specialists in these fields will become known as communications experts. We have barely scratched the surface in developing and refining communications techniques."

Mr. Culligan told the broadcasters that "wonderful new tools of communications are being handed us constantly. We must learn to use these tools. We must study new techniques, new approaches, new methods of communicating with people. This constant search will be productive if we all join in concerted effort. More than anything, new ideas must be consistently channeled into our industry. The result will be, commercially, greater effectiveness for all of us as advertising media.

"But beyond this it will mean greater effectiveness in vital communications between groups and organizations which serve mankind . . . in education . . . in medicine . . . in science . . . in national defense . . ."

He called attention to RCA's work in closed circuit television, to NBC Radio's "hot line" facilities and their use by "some of the largest advertisers in the country" for instantanous coast-to-coast meetings, and to NBC Radio's development of the "memory vision" concept.

Mr. Culligan, who is credited with coining the term "memory vision"—which he defines as *"sound* thinking"—played a number of recordings to illustrate the principle: sounds that create specific emotional and intellectual responses.

"Research has shown," he said, "that sounds and music can make people work more efficiently. Even the production of eggs or milk can be increased. People can be made to eat more. Standard Oil Co. of New Jersey discovered that the peppier the music the more gasoline the motorist will use—he'll press more erratically on the gas."

He said "it is our aim, of course, to translate these into commercial terms. Sound is our commodity . . . the more effectively it is employed the better results will be and the more business radio generally is likely to get. Thus we feel that this campaign will benefit NBC by benefiting the industry."

He expressed appreciation to "the many highly creative advertising agencies who, like us, are expanding their use of research and psychology in their attempts to maximize the sales effectiveness of new approaches to sound."

The State Dept., he continued, was "sufficiently impressed" by the memory vision concept "to invite us recently to a panel discussion of methods of improving communications . . . sounds and music know no language barriers. They are universally understood, regardless of geography, regardless of culture or educational background."

Louisiana Broadcasters Meet September 21-23 in Lafayette

Louisiana Assn. of Broadcasters will hold its annual meeting Sept. 21-23 at Town House Motel, Lafayette. Jerry Hamm, KLFY-TV Lafayette, LAB president, will preside. A Sunday (Sept. 21) recreational program will be followed by two days of panels and talks.

Dwight W. Martin, WAFB-TV Baton Rouge, NAB Tv Board member, will speak Monday morning on "The Broadcaster and His Responsibilities in Our Economic Life." William H. Thomas, radio-tv director of Fitzgerald Advertising Agency, and Sen. Allen Ellender (D-La.) are next on the agenda. Leonard Marks, Washington attorney, will discuss "Broadcasters and Washington Today." Banquet speaker will be Louis E. Throgmorton, vice president of Republic National Life Insurance Co., Dallas. After business meetings Sept. 23 the association will be addressed by Howard H. Bell, NAB assistant to the president in charge of special affairs. A farm programming session will be addressed by George Shannon of WWL-AM-TV New Orleans.

Murrow, Gitlin Set Addresses To RTNDA Chicago Convention

Commentator Edward R. Murrow and Irving Gitlin, public affairs director, both CBS, have been added to the agenda of Radio Television News Directors Assn.'s annual convention in Chicago Oct. 15-19.

Mr. Murrow will address the opening session Wednesday evening (Oct. 15), while Mr. Gitlin, executive producer of *Out of Darkness* and producer of *The Search,* both award winners, will discuss tv documentaries at the Thursday morning workshop, according to William Small, RTNDA vice president for program.

Mr. Gitlin is expected to include excerpts from such productions as *The Twentieth Century, Kuwait,* and *Conquest* as well as *Out of Darkness.*

Over 200 radio-tv newsmen are expected to attend the 1958 convention at Chicago's

RADIO CITY
Great Albums of Music
Great Albums of Music
WVNJ
620
Nothing else like it
in Greater New York
NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.
NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.
NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy, greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.
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Sheraton-Blackstone Hotel, culminating with a banquet and presentation of RTNDA awards Saturday evening, Oct. 18. Other speakers already set include Meade Alcorn and Paul Butler, chairman of the Republican and Democratic National Committees, respectively; Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB's Freedom of Information Committee; Charles S. Rhyne, president of American Bar Assn., in a debate on Canon 35 restricting radio-tv courtroom coverage, and Jim Bormann, news and public affairs director, WCCO Minneapolis, in a keynote talk [TRADE ASSNS., Aug. 25, 11].

Association President Jack Krueger, WTMJ-AM-TV Milwaukee, who will preside over the opening meeting of the convention at the Sheraton-Blackstone Hotel (Oct. 15-19), said Mr. Murrow was invited because of his pioneering and leadership in radio-tv news. He added that all addresses and workshop sessions are being arranged to help news directors improve their service to listeners and management [TRADE ASSNS., Aug. 25, 11].

UPCOMING

September

Sept. 8-9: RAB, regional management conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 10: New York Assn. of Broadcasters, New York City.
Sept. 11-12: RAB, regional management conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 11-13: Michigan Assn. of Radio & Tv Broadcasters, annual fall convention, Hidden Valley, Gaylord.
Sept. 12-14: AWRT, New England conference, Stowe, Vt.
Sept. 12-14. UPI Broadcasters of Minnesota, Sawbill Lodge, Minn.
Sept. 15-16: RAB, regional management conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 16-18: Electronic Industries Assn., fall conference, St. Francis Hotel, San Francisco.
Sept. 19-21: International Sight and Sound Exposition, seventh annual high fidelity show and music festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

STATIONS

WAKR-'BEACON JOURNAL' TIE HIT

- **Rival WCUE asks probe of newspaper-broadcast activities**
- **Elliot says Akron paper lied in promoting its affiliated WAKR**

The FCC was asked last week to make a searching re-appraisal of the relationship among newspapers and their owned radio stations and other stations in the same communities. And, a particular blast was leveled against the *Akron* (Ohio) *Beacon Journal,* which owns 45% of WAKR Akron.

In a letter to the Commission, Tim Elliot, president of WCUE Akron, cited an article in the Sept. 2 (Tuesday) *Beacon Journal* headlined "WAKR Leads Nation." Mr. Elliot said the article climaxed a long series of WAKR promotions and contains "false and misleading statements."

The article, written by the paper's radio-tv writer, stated: "During any period of the day or night—according to Hooper, Pulse and Nielsen—WAKR has more listeners than the other local stations [WCUE, WADC and WHKK] combined." Mr. Elliot claimed this statement is "categorically untrue." Thus, he said, "the *Beacon Journal* is promulgating false and misleading information tending to promote the radio station with which it is associated and, in effect, to derogate the three other stations serving Akron."

Mr. Elliot branded as a "distortion of fact" a second statement in the article which claimed a Pulse report found that WAKR has more adult, teen-age and children listeners during every time period than any other local station. He said the July Pulse lists WCUE's audience composition from 6 a.m.-noon as 88.8% adult, WAKR's 81.8%; from noon-6 p.m., WCUE 81.4% adult, WAKR 69.1%.

"We believe this forcefully demonstrates the manner in which some newspapers frequently use their facilities to promote radio stations with which they are associated . . .," Mr. Elliot told the Commission. "We realize there are more appropriate channels into which to direct a complaint about false and misleading advertising. Nevertheless, the public-policy implications of newspaper ownership are so important that we feel this instance should be brought to the Commission's attention."

He said the amount of space the *Beacon Journal,* a John Knight newspaper, devotes to WAKR, compared with the space accorded other Akron stations, "causes one to wonder whether the *Beacon* and its associated station are joining forces to secure a communications monopoly in and about our community by attempting to impair the other radio stations serving greater Akron. We believe this is the point at which the FCC might find justification for a review of the entire relationship between newspaper-radio combines and the other broadcast interests in communities where such combines exist," Mr. Elliot said.

Mr. Elliot felt such newspaper-radio combinations tend to result in unfair competition. "Perhaps the Commission would wish to explore the advisability of attempting to eliminate such competitive advantages as are enjoyed by newspaper-associated stations through the very fact of such association," he surmised.

Even in the matter of newspaper advertising, Mr. Elliot charged, there is an element of unfair competition. "Some newspapers make a practice of charging an extra assessment for radio station advertising," he said. "In the case of WCUE, our extra assessment is 50 cents per column inch. Even though a newspaper-associated station might 'pay' for its newspaper advertising, it is simply a matter of changing money from one pocket to the other in the same pair of pants."

Following the *Beacon Journal* article, WCUE on Sept. 3 and 4 broadcast what it labeled "important facts for radio listeners." The station stated: "In the past few days there has been much nonsense written and broadcast about the size of a certain Akron station.

"As WCUE listeners are aware, false and misleading information was printed in the *Akron Beacon Journal* earlier this week attempting to bulldoze people into believing that the radio station closely associated with the newspaper has a virtual monopoly on the audience. These claims are, of course, untrue. . . ."

WCUE then gave a rundown of Akron's "four excellent radio stations . . . each one presenting a slightly different variety of radio fare," listing the kilocycles of each. "So we suggest you pay no attention to false listening claims published in the *Beacon* on behalf of its associated station," WCUE concluded. "Just shop around the dial . . . you'll always find something that pleases you."

New York Tvs Buy Arbitron

WNEW-TV (until yesterday WABD [TV]) and WOR-TV New York signed last week as the second and third local station subscribers to American Research Bureau's

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

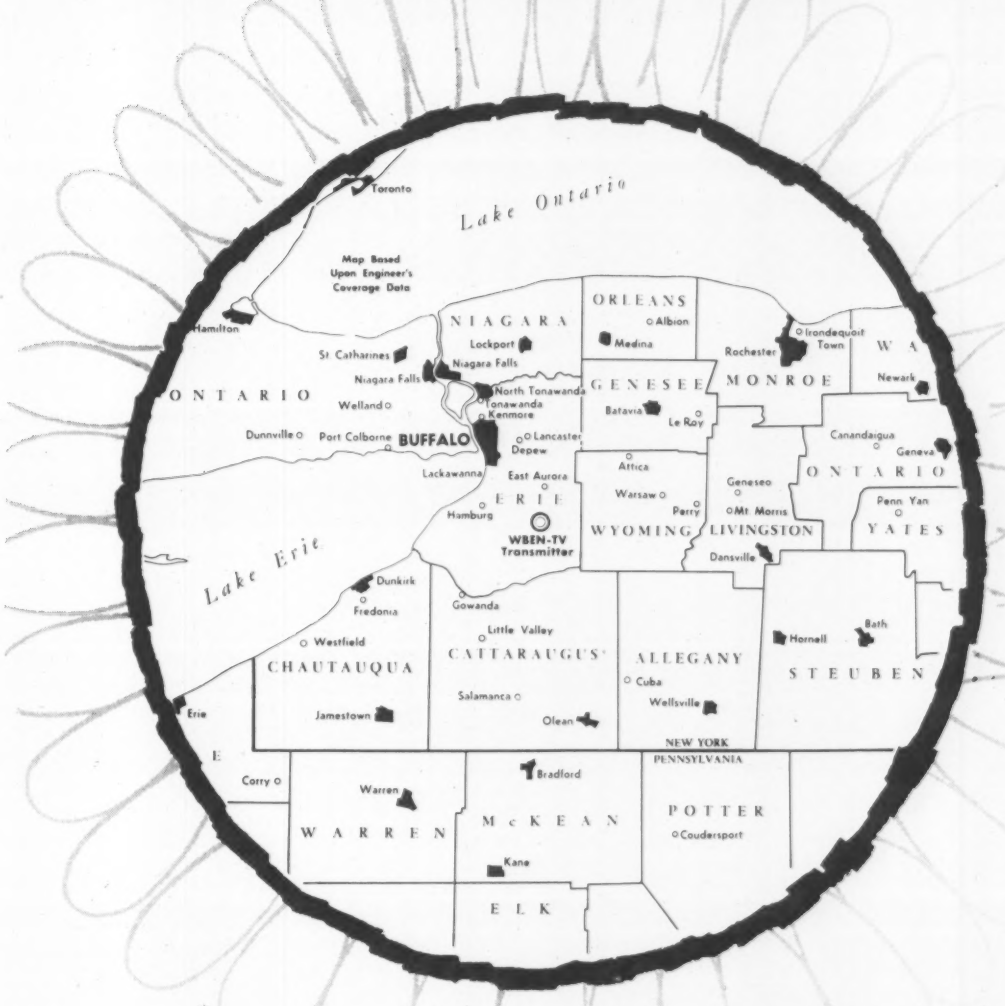
OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

television dollars reap a rich, full harvest in WBEN-TV land



If you're looking for a place to plant a major promotional effort . . . look to the pioneer station of Western New York—WBEN-TV. Here in WBEN-TV land, national, regional, and local advertisers have found a fertile field for intensive coverage, penetrating results and sales impact. They have found that since 1948—your TV dollars count for more on Channel 4! It's an important market, and HARRINGTON, RIGHTER and PARSONS, *our national representatives* have the details of the important story on how to cultivate it soundly and solidly. *Contact them* or our Sales Department.

CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

New York Arbitron instant-ratings service according to ARB officials. WCBS-TV was the first subscriber [CLOSED CIRCUIT, Sept. 1]. Negotiations were in progress to sign other New York stations for the service, which began their commercial operations Sept. 1.

WCCO to Buy Minneapolis Theatre

Radio City Theatre is to be bought from Minneapolis Amusement Co. by Midwest Radio-Television Inc. (WCCO-AM-TV Minneapolis), F. Van Konynenburg, the stations' executive vice president, has announced. Midwest is exercising an option to buy the entire quarter-block at La Salle and S. Ninth St. that contains the 4,000-seat theatre and WCCO-TV studios, Mr. Konynenburg said. Radio City Theatre will continue as a movie house until Oct. 15. After that date the property will probably be used in the stations' radio-tv operations.

Court Awards $3,800 to Croghan

Arthur H. Croghan, former owner of KOWL, now KDAY Santa Monica, Calif., has been awarded $3,800 as full settlement in his suit against Jack L. Stoll and associates for his share of the brokerage firm's commission of $12,500 for the sale of KCBQ San Diego, Calif. Los Angeles Superior Court made the award Wednesday, concluding proceedings begun in August 1955.

TAKE A
GOOD LOOK
AT THE
GOOD LOOK
STATION
WGAN-TV
CHANNEL 13
The Press Herald - Evening Express Station
NOW — your exclusive CBS Television Network affiliate in the BIG Portland, Maine, Market.
Represented by Avery-Knodel, Inc.

NAME CHANGE

An old (as tv goes) set of call letters is out of the line-up. Metropolitan Broadcasting Co. yesterday (Sept. 7) changed the call letters of ch. 5 WABD (TV) New York to WNEW-TV New York. WABD stood for Allen B. DuMont, cathode ray tube inventor and president, Allen B. DuMont Labs. Metropolitan also owns WHK Cleveland and WTTG (TV) Washington (for Thomas T. Goldsmith, DuMont engineering vice president).

Plane Crashes Into KDOV Tower

The 405-ft. tower of KDOV Medford, Ore., collapsed after a guy wire was struck by a plane spraying nearby orchards. The pilot flew back to the airfield unharmed, but the station sustained an estimated $10,000 to $12,000 damage. KDOV, back on the air with a temporary tower, expects to have a permanent structure in operation within four weeks.

KMAQ Starts in Maquoketa

KMAQ Maquoketa, Iowa, commenced commercial operation Aug. 26. The new daytimer, owned by Jackson County Broadcasting Co. (Merlin Meythaler, Nathan and Robert Goetz), operates on 1320 kc with 500 w. Bob Brown, formerly with WBEL Beloit, Wis., has been named station manager.

WWIT, 'Enterprise' Merge

WWIT Canton, N. C., has merged with the weekly *Canton Enterprise*, according to an announcement last week by Beverly M. (Bevo) Middleton, president of the station. Total cost of the merger and planned expansion program of the station and paper is reportedly in excess of $100,000, and includes the erection of a "modern" newspaper and printing plant adjacent to the station. The *Canton Enterprise* has been owned and published since 1922 by Harley E. Wright.

Rep. Opens Detroit Office

Harrington, Righter & Parson, N.Y., tv station representative, has opened a Detroit office at 837 Penobscot Bldg., Detroit 26. Telephone is Woodward 3-0910. William Snyder, formerly of HR&P's Chicago office, is Detroit manager.

REPRESENTATIVE APPOINTMENT

WMBR Jacksonville, Fla., names John Blair & Co., Chicago, effective Jan. 1, 1959. Station (before purchase by WWDC Washington, D. C. interests) was serviced by CBS Spot Sales and will continue to be until 1959.

REPRESENTATIVE SHORT

Joseph J. Weed, president, Weed & Co., N. Y., has presented his seventh annual $500 grant to "an outstanding student" in radio and tv field at Iowa State College. Grant is made available to senior or graduate student at Iowa State who has "best demonstrated a professional interest in radio or tv broadcasting as a career and has shown outstanding promise of success in the field."

DATELINES

Newsworthy News Coverage by Radio and Tv

DARLINGTON—A mobile home was converted into a film processing laboratory by WSOC-TV Charlotte, N. C., to cover the Southern 500 stock car race held Labor Day at Darlington, S. C. A 38-ft. trailer, lent by a Charlotte mobile home dealer, was equipped by the station with a portable processor, editing and projection facilities. Parked near the race track, the trailer also housed several of WSOC-TV's crew the night preceeding the meeting.

Film of the race was processed in the mobile laboratory within a half-hour of being shot. A plane took part of the edited and scripted film the 100 miles from the track to WSOC-TV's studios; but due to a misunderstanding, did not return for the remainder of the coverage. Deadline for the film was the 6:30 p.m. newscast, so the crew took it into a stationwagon and, splicing the film on the way, delivered the footage for the scheduled newscast. The show was sponsored by Wynn's Friction Proofing Products.

EUROPE-RUSSIA—Mrs. Franklin D. Roosevelt is being accompanied by William Dwyer, free lance reporter retained by WTTM Trenton, N. J., on her 10-week European-U. S. S. R. tour. Mr. Dwyer is sending back taped material for the station's *Delaware Valley Looks at Moscow*, series. WTTM's sister stations in the Peoples Broadcasting Corp. (WNAX Yankton, S. D.; WGAR Cleveland; WRFD Worthington, both Ohio; WMMN Fairmont, W. Va., and KVTV (TV) Sioux City, Iowa), will have access to the tapes.

POWER 6 PLUS
is coming
GOVERNOR
TELEVISION ATTRACTIONS, INC.
151 West 46th Street, N. Y. C.
JUdson 6-3675
See page 76

STATION SHORTS

WCAX-AM-TV Burlington, Vt., has opened new building housing studios for its stations.

WPOM Pompano Beach, Fla., has announced target date of Nov. 1 for broadcasting debut.

KGFJ Los Angeles started 100% Negro programming Sept. 1 announced general manager **Thelma Kirchner.**

WPFM (FM) Providence, R.I., started 24-hour programming Sept. 1. President **Harold C. Arcaro** reports that WPFM is first New England fm radio station to operate on full-time basis.

KOWH Omaha, Neb., has been elected to membership in Nebraska Home Town Radio Group. Group includes KFOR Lincoln; WJAG Norfolk; KRGI Grand Island; KODY North Platte, and KOLT Scottsbluff.

WNMP Evanston, Ill., announces it will air complete Northwestern U. 1958 football schedule, with Braun Bros. Oil Co., Chicago, as sponsor. Commitment marks company's first use of radio advertising.

WHBQ-AM-TV Memphis presented check for $10,000 through RKO Teleradio Foundation to Harding College, Searcy, Ark., as contribution to construction of Harding Academy in Memphis.

KCBS San Francisco will broadcast Stanford U., Palo Alto, Calif., football games for third consecutive season. KCBS sports director **Don Klein** will handle play-by-play description assisted by **Bill Garrity** on color commentary.

WKYT (TV) Lexington, Ky., has announced plans to increase its visual power to 193 kw. Purpose: agreement for RCA amplifying equipment has been completed, subject to FCC approval. Plans for building expansion are also being formulated.

Phil Dean Assoc., New York public relations firm, appointed by World Wide Broadcasting Co. and international station WRUL New York, to handle publicity and public relations.

KFAB Omaha has bought Muzak franchise for Lincoln and Omaha from Royal S. Brewster who operated business there since 1945. Charles C. Cowley, Muzak president, said sale to KFAB brings to 39 number of Muzak franchises now owned by broadcasters who operate total of 65 stations.

KAKI San Antonio (formerly KTSA) went on air with its new call letters Aug. 28. KAKI will continue under ownership of The McLendon Corp., which operates The Texas Triangle stations: KAKI, KLIF Dallas, KILT Houston, as well as KEEL Shreveport and WAKY Louisville.

WMCA New York signs 5-year contract with United Press International.

Tomorrow's newscast today

What a scoop if you could only find that crystal ball!

But scoops in station ownership are possible when you can get tips from people who make it their business to know what's cooking.

We travel constantly—we talk to hundreds of broadcasters every year—and we learn where properties can be acquired. Such information is not "listed". It is not even in the rumor stage.

If you want to expand your holdings or enter the TV-radio business, it might be a good idea to get in touch with us.

What you are looking for could well be something we know about.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

MAXIMUM ownership of radio-tv stations was reached by CBS Inc. Aug. 30 with the official transfer of WCAU-AM-FM-TV Philadelphia [STATIONS, Sept. 1; AT DEADLINE, Dec. 23, 1957]. The stations were acquired from WCAU Inc. for $20 million. Pictured (l to r) at the signing: Robert L. Taylor, vice president, Bulletin Co. (parent of WCAU Inc.); Merle S. Jones, president, CBS-TV; Arthur Hull Hayes, president, CBS Radio, and Donald W. Thornburgh, president, WCAU Inc.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KNAC-TV FORT SMITH, ARK. • 51% of stock sold to Donald W. Reynolds by Harry Pollock for $350,000 for total 100% of station (49% purchased previously [CHANGING HANDS, August 25]. Mr. Reynolds has surrendered his permit for ch. 22 KFSA-TV Fort Smith, retaining KFSA-AM-FM there. KNAC-TV is on ch. 5 and is affiliated with CBS. Private breach of contract litigation is pending in Fort Smith against KNAC-TV and Mr. Pollock brought by George T. Heinrich, former 50% owner of ch. 5 station. Mr. Heinrich contends he had right of first refusal on station sale. Mr. Reynolds also owns KOLO-AM-TV Reno, KLRJ-TV Henderson and KORK Las Vegas, all Nevada; KHAD-TV Laredo, Tex.; KHBG Okmulgee, Okla.; KBRS Springdale, Ark., and is publisher of newspapers in the Southwest. Mr. Reynolds surrendered the permit for ch. 10 KNDA-TV Elko, Nev., last month.

WRBS TUSCALOOSA, ALA. • Sold by Better Radio Stations Co. (partners Dr. Fred M. Rosemore, Fayette, Ala.; Dr. Samuel J. Simon, Nashville, Tenn., and Stanley Besner, Miami Beach, Fla.) to Tri-Cities Broadcasting Corp. (KREL Baytown, Tex., and WBOP Pensacola, Fla.), owned by E. O. Roden, Booneville, Miss., and associates, who also own WBIP Booneville, WGCM Gulfport, and WTUP Tupelo, all Mississippi, for $82,000. Broker; Paul H. Chapman & Co. WRBS is 500 w daytimer on 790 kc, features Negro programming.

WSHE SHEBOYGAN, WIS. • Sold to the Central State Broadcasting Co. by Mr. and Mrs. David A. Bensman for $80,000. Central State Broadcasting is owned by William E. Walker and Charles Dickoff, each one-third, and William R. Walker and John D. Harvey, each one-sixth. The interests held by the new owners include WBEV Beaver Dam, Wis., WRRR Rockford, Ill., and KCLN Clinton, Iowa. WSHE operates on 950 kc with 500 w, day.

WGWC SELMA, ALA. • Sold to Judge W. E. Farrar by O. P. Covington, Hugh M. Smith and others for $65,000. Paul H. Chapman Co. handled the sale. WGWC operates on 1340 kc with 250 w and is affiliated with CBS.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 99.*

WCVS SPRINGFIELD, ILL. • Sold to WPFA Radio Inc. from Harold L. Dewing and others for $285,000. WPFA Radio Inc.: Jerome William O'Connor, president; interest in KANS Wichita, Kan., and WBOW Terre Haute, Ind. WCVS operates on 1450 kc with 250 w and is affiliated with ABC and MBS.

KMON GREAT FALLS, MONT. • Sold to KMON Inc. by Montana Farmer Broadcasting Co. for $160,000. KMON Inc. stock is owned by Salt Lake City Broadcasting Co., licensee of KALL Salt Lake City, Utah, and interests in KOPR-AM-TV Butte, Mont., and KUTV (TV) Salt Lake City. KMON operates on 560 kc with 5 kw, directional antenna night, and is affiliated with ABC and MBS.

WROD DAYTONA BEACH, FLA. • Sold 80% of stock of parent corporation (Radio of Daytona Inc.) by Morton G. Bassett Jr. to Eugene D. Hill (interest in WKIS and WORZ [FM] Orlando), Mining Journal Co. (WDMJ-AM-TV Marquette, WJMS-TV Ironwood, Mich.) and Iron Mountain Publishing Co. (majority stockholder of WMIQ Iron Mountain, Mich.) for $50,000 plus agreement to cancel or forgive $51,-139 indebtedness between Mr. Bassett, Radio of Daytona Inc., WROD and Daytona Beach Broadcasting Corp. WROD operates on 1340 kc with 250 w and is affiliated with NBC.

Golden Mike Awards Announced By American Legion Auxiliary

The American Legion Auxiliary announced winners of its 1958 Golden Mike awards last Wednesday (Sept. 3) at the organization's 38th national convention in Chicago.

The following six trophies and categories were presented on the basis of the auxiliary's ninth annual membership poll: *Catholic Hour* (NBC), radio program of highest inspirational value; *Life Is Worth Living* (Bishop Fulton Sheen's independently distributed film series), tv program of highest inspirational value; *Meet the Press* (NBC), radio-tv program of highest educational value (two awards); *Lawrence Welk Show* (ABC), radio-tv program of highest entertainment value (two awards).

WBZ-TV Boston received a special Golden Mike for its 1957 series *Let Freedom Ring* as the best local program in the interest of youth. WBZ-TV was selected by the auxiliary's national radio-tv committee from entries submitted by stations in each state.

RCA's Rose Gets SMPTE Medal

Dr. Albert Rose, senior member of the technical staff, RCA Labs., Princeton, N. J., has been named recipient of this year's David Sarnoff Gold Medal Award by the Society of Motion Picture & Television Engineers. The award, which is presented annually for outstanding technical work in the field of television, was bestowed upon Dr. Rose for "basic contribution to the development of the orthicon, image orthicon and vidicon television pick-up tubes."

DR. ROSE

Art Directors Set Contest

Art Directors Club of Chicago is now accepting entries for its 26th annual awards competition for the best midwestern advertising art produced in print or telecast from Sept. 1, 1957, to Sept. 1, 1958.

A deadline of Sept. 15 has been set for tv entries competing in two general classifications—"design of complete unit" by the art director involved, and for "art and photography" by artist or photographer as well as art director. (Entries may be submitted to Kling Studios, ADCC Exhibition Committee, 601 N. Fairbanks Court, Chicago 11, Ill.)

AWARD SHORTS

Drew Pearson, radio-tv commentator, named 1958 "Man of Our Time," in recognition of his "contribution to people-to-people understanding via his NBC-TV production on Israel's program for peace in the Middle East," by craftsmen of Gruen (Watch Co.) Guild of Cincinnati.

HOW'S BUSINESS?

Our Business Continues To Be Fine, Thank You. We've Just Completed A Pretty Good August, Handling A Considerable Amount of Financing And Appraisals. Negotiations In The Month Of August Were Nation-wide, And Included These Station Sales, Subject to FCC Approval:

WSRS, Cleveland, Ohio—$500,000

WOIC, Columbia and

WPAL, Charleston, S. C. (50%) $105,000

WCHV, Charlottesville, Va.—$200,000

KOMA, Oklahoma City, Okla.—$600,000

WDEH, Sweetwater, Tenn.—$75,000

KRAM, Las Vegas, Nev.—$275,000

WHBG, Harrisonburg, Va.—$80,000

KCMJ, Palm Springs, Calif.—$250,000

KBAB, San Diego, Calif.—$350,000

If Your Business Calls For Broadcast Financing, An Appraisal, Or Negotiations, We Hope You Will Contact Us.

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
FInancial 6-6460

CARE SUBSISTENCE • KING Seattle, attempted to provide a graphic demonstration of the importance and practicality of the CARE program. D.j. Frosty Fowler and his family lived for one week off a CARE food package and the produce of a CARE garden. The garden, grown with implements from a CARE farm tool package, was planted, cultivated and harvested by the KING d.j. corps, who kept listeners posted on the project.

AERIAL STOP LIGHT • WTRY Troy, N. Y., has found a new use for its flying mobile unit. When an auto went through a railroad track gate, the WTRY plane began flying over the tracks and radioed a WTRY ground unit at the scene everytime a train was approaching. Police then halted all traffic until the train passed. The operation continued until the gate was repaired.

MORE EDUCATION • WIND Chicago used the theme "Go back to school . . . when school starts" in its editorial campaign to impress upon students the importance of completing high school. Spot announcements were recorded by celebrities, and a contest with cash prizes, which asked youngsters to complete the sentence, "I am going back to school because . . ." Climaxing the effort was a giant rally featuring show business personalities, including Mitch Miller, Eddy Arnold, Lou Monte and Jennie Smith. Also on hand were Chicago Mayor R. J. Daley and Donald H. McGannon, president of Westinghouse Broadcasting Co.

RARE BLOOD FLOOD • KTBS-TV Shreveport, La., went to the aid of a hospital patient in urgent need of a rare blood type. Fifteen minutes after an appeal was aired, hospital authorities notified the station they had been flooded with volunteers. A local doctor stated, "I've never seen such effective response to an appeal of this type. Television has earned the appreciation of every medical person in this area."

'WALKING MIRROR' • KYW-TV Cleveland purchased a "walking mirror" for the local crippled children's society with money realized from 10-cent viewer contributions to its *Kutest Kiddie Contest*. The mirror is an aid to crippled children in their efforts at learning to walk.

SAFETY MARATHON • WHOP Hopkinsville, Ky., conducted a 100-hour safety marathon during the Labor Day weekend. Broadcasting around the clock for a 100-hour period, WHOP's two mobile news wagons constantly patrolled highways to select the "WHOP Safe Driver of the Hour." Safety citations were awarded to 100 safe drivers as determined by local law enforcement agents accompanying station newsmen in the news wagons. The entire WHOP staff was deputized by the local sheriff for the duration of the marathon.

SAFETY SHOCK • WBZ-TV Boston used a realistic approach in traffic safety reminders over the Labor Day weekend in an effort to shock viewers into realizing that death hovers over the highways on a holiday. Spots included scenes of a hearse being prepared for a funeral, hands tying a funeral wreath, manufacture of artificial limbs, tombstones, and an open grave, with an eerie voice asking, "Is he getting ready for you?" Spots closed with a shot of a tragic auto accident and the question: "Will you be one of them?" (the 12,406 dead or injured Americans on Tuesday morning).

PHILATELIC COLLECTION • WGSM Huntington, N.Y., waged a month long "Stamp Out T.B." campaign in which it collected millions of used postage stamps. The stamps are being shipped to Norway, where the Red Cross will extract the dye from them, sell it, and use the money to fight T.B.

DUPLICATE RECORDS • WDRC Hartford, Conn., has contributed 200 popular records, mostly duplicates from its music library, to the Greater Hartford Tuberculosis and Public Health Society, for distribution to area tuberculosis sanitariums.

EDUCATION EDITORIAL • WKAB Mobile, Ala., is conducting an editorial campaign to persuade high school and college-age listeners to continue their education. The editorial cautions the youthful listeners to not let the money earned on summer jobs confuse their thinking, and points out the extra-monetary rewards that come with a high school or college diploma.

MISSING PERSON • WLSI Pikesville, Ky., after one announcement located in 30 minutes a woman who had been the subject of an 11-year search by a Prestonburg, Ky., law firm. The lawyers held an Armed Forces leave bond purchased in 1945 by the missing lady's now deceased husband. The bond, worth several hundred dollars, could be cashed only by the missing widow.

FLOOD RELIEF • WCAW Charleston, W. Va., collected over 10,000 clothing articles in a five-hour period, while broadcasting direct from a Municipal Auditorium emergency center during a flash flood.

DENNIS THE MENACE • KIOA Des Moines, Iowa, held a *Dennis the Menace* contest as part of a statewide traffic safety campaign. Spots describing missing and defective parts on the auto of an alleged highway *Dennis the Menace* were aired for five days. The listener compiling the most complete list of deficiencies won an automobile. Top man of over 3,800 entries correctly identified 100 of the 102 clues broadcast.

MORALE BOOSTER • KDUB-TV Lubbock, Tex., provided a lift to the spirits of a nine-year-old girl, confined in a hospital with a broken hip. To young D'Anna Alexander, the thought of 10 weeks in the hospital was unbearable when she found her nine-month-old baby sister couldn't visit her. Convinced that "the people at KDUB-TV will let me see her on Channel 13" the youngster persuaded her grandmother to call the station. The next evening, mother and youngest offspring appeared as guests on *Dick Chaney's 6:10 Feature Section*, to the delight of the bright-eyed, pig-tailed third grader.

One too many villains!

Poor fellow. Poor fellow, *indeed!* He's only embarrassed . . . *the show's climax may have been ruined!* But, stop a moment. The scene can be saved. All it takes is a snip . . . *if it's on film.*

This is only one of the ways film helps. Because you see the show before you show it, *you're always in control* of what's said, what's done! In control, too, of time and station throughout the country.

Use black-and-white—or color . . . there's an Eastman Film for every purpose.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave., New York 17, N. Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.

Be sure to shoot in COLOR . . . You'll be glad you did.

Leslie Leaving Ampex Corp. To Take ORRadio Manager Post

John M. Leslie Jr., engineering manager, Professional Products Div., Ampex Corp., Redwood City, Calif., has been named general manager of ORRadio Industries Inc., Opelika, Ala., J. Herbert Orr, president, ORRadio, announced last week.

MR. LESLIE

At Ampex (an ORRadio minority stockholder), Mr. Leslie helped design audio-video recorders, engaged in product planning and general direction of engineering activities. He also had a large part in Ampex' magnetic tape evaluation program. (ORRadio manufactures and supplies videotape for Ampex instruments.)

Mr. Leslie is a member of Institute of Radio Engineers, Society of Motion Picture & Television Engineers, Audio Engineering Society and American Management Assn.

MANUFACTURING SHORTS

Kahn Research Labs, Freeport, L. I., N. Y., announces availability of new Symmetrapeak Model SP 58-1A to help broadcasters solve difficulty of maintaining optimum transmitter modulation with certain types of unsymmetrical audio waves, especially those of speech. Unit also serves to eliminate unbalanced peaks resulting from improperly phased microphones and switching between long-line telephone circuits and local program sources. Symmetrapeak is available on four weeks delivery at $265.

P. R. Mallory & Co., Indianapolis, has formed new semi-conductor department to make silicon rectifiers designed for use in tv and radio receivers. Components will use Malloseal plastic containers instead of usual more expensive metal covers.

RCA Corp., N. Y., has sold RCA 50 kw transmitter, model BTA 50G, to WAPI Birmingham, Ala., for cost in excess in $100,000. Transmitter has guaranteed delivery of 60 days, and it is hoped that it will be installed, checked-out and on air by Nov. 1.

Elgin Metalformers Corp., Elgin, Ill., has introduced three-dimensional, plastic miniatures of basic components of Emcor Modular Enclosure System to assist engineers in planning assembly and arrangement of complex electronics, automation and instrument equipment. Modeled on 1-inch to 1-foot scale, miniatures are exact duplicates of components.

Age of Stereo will be theme of 1958 New York High Fidelity Show sponsored by Institute of High Fidelity Manufacturers Inc. Sept. 30-Oct. 4 at Trade Show Bldg., 500 Eighth Ave., New York. Other high fidelity shows are scheduled Oct. 10-12 at Benjamin Franklin Hotel, Philadelphia, and Oct. 23-26 at Wisconsin Hotel, Milwaukee.

RCA Victor, N. Y., has made available five "engineering developments in stereophonic sound," including diamond and sapphire pickup heads, tone arms and two types of tape heads, to other manufacturers for use as components in equipment other than RCA products.

Telit Industries, Chicago, is offering portable automatic electronic prompting device called "TelExecutive." Speech is prepared on continuous fold manuscript paper with large typewriter. Device is controlled by speaker by means of switch held in palm. Cost (including TelExecutive, hand control and cowhide carrying case): $150.

General Electric announces it has opened expanded electronic tube and components sales office at 442 Peninsular Ave., San Mateo, Calif., to serve equipment manufacturers in Northern California, Oregon, Washington, Montana, Idaho, Utah and Nevada, as well as wholesale distributors in San Francisco, Sacramento and Fresno marketing areas.

Dresser-Ideco Co., Columbus, Ohio, has published guide to antenna tower inspection and maintenance, called "Hip-Pocket Tower Check List." Pocket-size pamphlet can be secured by writing to Dresser-Ideco Co., Tower Division, 875 Michigan Ave., Columbus 8, Ohio.

IN AKRON, O.
WAKR is 1st.
in Audience . . . in Coverage
Check HOOPER*- PULSE‡ or NIELSEN§
* Hooper, June, 1958
‡ Pulse, April, 1958
§ Nielsen, NCS #2
Call McGAVREN-QUINN CO.
New York, Chicago, Detroit, Los Angeles
San Francisco
or KEN KEEGAN
PO. 2-8811, Akron

New Broadcasting Bill Passes Canada House

After two days of debate and defeat of a number of amendments by the Liberal and Co-Operative Commonwealth Federation (socialist) parties, Canada's new broadcasting legislation [INTERNATIONAL, Aug. 25] was passed in the Canadian House of Commons at Ottawa on Aug. 26 by a vote of 124 to 31. The CCF party supported the Conservative government party.

The bill now has to pass the Canadian Senate and be signed to become law by Governor-General Vincent Massey.

The new legislation will set up an independent regulatory board of broadcast governors to police broadcasting and reconstitutes the Canadian Broadcasting Corp. as a national broadcasting system. CBC will no longer have regulatory control over independent radio or television stations. This is what independent Canadian stations, through the Canadian Assn. of Radio and Television Broadcasters have fought for during the past decade.

During debate on the government bill Liberal leader Lester Pearson endeavored to have the legislation changed so that Canadian stations could be members only of a Canadian network, except for special public service programs. Revenue Minister George Nowlan, in opposing this, stated that he could not foresee the new board of broadcast governors licensing any stations to be part of an American network. (At present CKAC Montreal and CFRB Toronto are members of the CBS network, and CKLW Windsor, Ont., is a member of MBS.) Only Canadian citizens can apply for station licenses under the new legislation.

After the broadcasting bill was announced, this statement was made by the broadcasters' association:

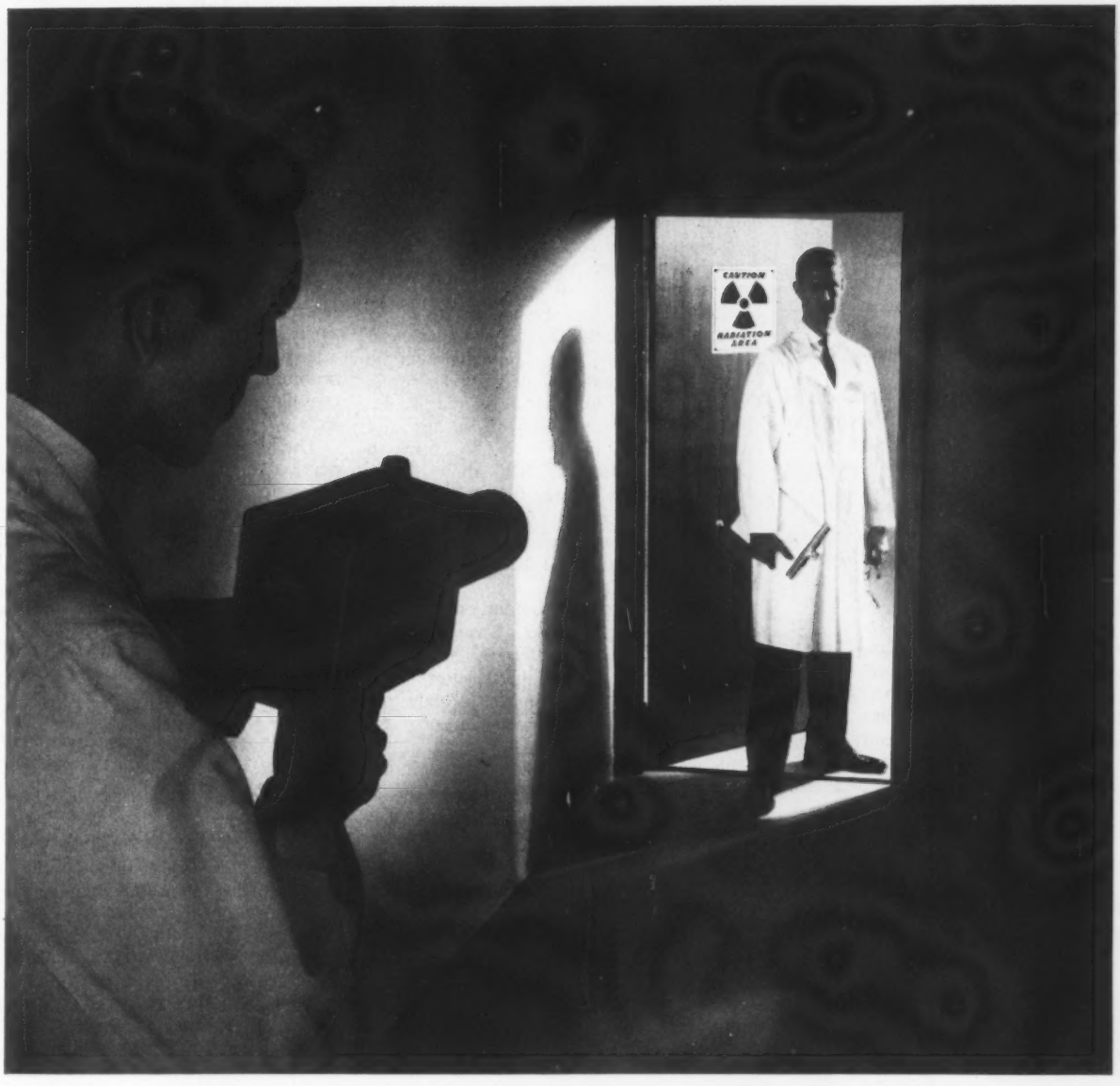
"CARTB's board feels that the framework of principle outlined in the bill, especially the clear-cut distinction between regulatory and operating functions, offers opportunity for strengthening the service provided to Canadians by both the CBC and the private broadcasting industry of Canada.

"We believe that in this framework there is opportunity for responsible and mature service that CARTB's membership is anxious and eager to meet, dedicated to the premise of providing the best possible broadcasting service to all Canadians."

The bill is expected to be approved before this session of Parliament ends. No appointments have been made yet for full-time or part-time members of the new Board of Broadcast Governors or the CBC board of directors. Likely the members now on the CBC board of governors will continue or be re-appointed.

It is unlikely BBG meetings will be held until late this fall. Meanwhile no applications for new radio or television stations will be heard by the present CBC board of governors, whose regulatory powers will be rescinded as soon as the new legislation becomes law.

The possibility of second tv stations in any Canadian cities is improved under the



Gunning for a killer!

Nuclear power can change the peacetime world. But nuclear radiation is a silent killer. Atom workers must be safeguarded by special devices . . . inspected frequently by ion-chambered "guns", as delicate as they are accurate. These detection devices, like so many other sensitive instruments, are shipped by Air Express where speed is matched by velvet-glove handling.

Air Express . . . symbolized by the big "X" . . . can multiply the speed and handling ease of your shipments, too, no matter what you make. For Air Express gives you the *only complete* door-to-door air shipping service between thousands of U.S. cities and towns. Yet Air Express often costs less. For instance, to Air Express a 20 lb. package from Los Angeles to Detroit (1,960 miles) costs from $1.48 to $5.85 less than any other complete air shipping method. Investigate.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

new legislation, but at the earliest no such stations can be expected until the fall of 1959, even if applicants are heard by the new board this winter.

Canadian Advertisers Backing Radio Lineup

Advertisers are taking renewed interest in Canadian network radio programming it is evident from fall sales by the Canadian Broadcasting Corp. Program revision earlier this year has resulted in increased daytime audience for network shows, according to Eugene Hallman, CBC supervisor of radio networks at Toronto national program headquarters.

With use of MBS' *Baseball Game of the Day* as a regular Saturday afternoon feature this summer on the CBC Trans-Canada network, a regular audience with sports interest has been built up. Heretofore Canadian sporting events went network only a few times a year for special championship games or events. Now the *Baseball Game of the Day* program is used to bring Canadian sporting news to listeners in addition to the specific game being broadcast. Spots have been sold to Bulova Watch Co. Ltd., Toronto; Colgate-Palmolive Ltd., Toronto; Whitehall Pharmacal Canada Ltd., Toronto; and Sterling Drugs Ltd., Windsor, Ont. In addition, both CBC and independently-owned affiliates, have sold local spots to local as well as national advertisers on this program.

In past years CBC has carried Texaco *Metropolitan Opera* programs Saturday afternoons. With the switch of this program from NBC to CBS, the likelihood is that it will not be carried this season, since key CBS outlets at CFRB Toronto and CKAC Montreal are not CBC network stations. CBC currently is negotiating to carry NBC's *Monitor* Saturday afternoons this coming season, and will likely have some of same national network sponsors as for the *Baseball Game of the Day* program.

English-language noon-hour radio serials were dropped on CBC last year, but are due for a revival this season. *Happy Gang*, a noon-hour variety show which has been running for more than 20 years, will be back with two national network sponsors, Carnation Co. Ltd., Toronto, and T. H. Estabrooks Co. Ltd. (Red Rose tea and coffee), Toronto. In addition CBC plans to import the quarter-hour NBC show, *Woman In My House*, and the British Broadcasting Corp. program, *The Archers*, both serials. No sponsors have been approached, since the final decision has not yet been made.

CBC *Farm Broadcasts*, done on a regional network basis because of varying agricultural and fishing interests, are being sponsored on a regional basis across Canada, with the main sponsor to date the Goodyear Tire and Rubber Co. of Canada, New Toronto.

The early morning *Preview* (7-9:15 a.m.), on the national network with news direct from Europe and pick-ups from NBC, has been sold regionally to national advertisers.

The evening program, *Assignment*, on CBC's Dominion network, is having its first sponsors this fall, with the Bank of Canada, Ottawa, using the show for spot announcements on a Canadian government bond conversion campaign.

CBC plans to strengthen its radio networks with increasing amount of live music, including classical and semi-classical concerts, both mornings and afternoons. It plans to use the trans-Atlantic telephone cable to bring direct broadcasts of British and European operas and music festivals, and is negotiating to bring the San Francisco Symphony to its Trans-Canada network. CBC will continue this fall to repeat in the daytime some of its evening talks, panel shows and musical programs, since mail for this type of program shows its daytime popularity.

Mr. Hallman pointed out that "if the network is going to be successful it must be strengthened." To this end CBC has several new projects in mind, some of which will have to be sustaining for some time.

It is also hoped to export Canadian radio shows to the BBC, and CBC would like to pipe an hour of its best radio programs weekly to the NBC radio network.

ROK Recruiting Radio People

The Republic of Korea needs radio transmitter engineers, studio engineers and production specialists with approximately 10 years experience in their respective fields, it has been announced. Those selected, and their families, will be flown to Korea for a two-year tour of duty in the government-owned stations.

Living quarters and utilities are furnished in the Seoul American colony with post exchange, commissary, medical and entertainment privileges available.

Details are available from Engleman & Co., consulting engineer firm, 2480 16th St., N.W., Washington, D.C.

Argentina to Drop Control Over 34 Radio-Tv Stations

Argentina's Government has promised to return the country's 33 radio stations and single television station to private hands after protests arose over a government order prohibiting news commentators from discussing political, economic and labor subjects.

The government commission which supervises the nation's radio stations and tv channels issued the restraint order after several commentators had reported military conspiracies against the government headed by Provisional President Aramburo and circulated accusations of malfeasance against leaders of the preceding government.

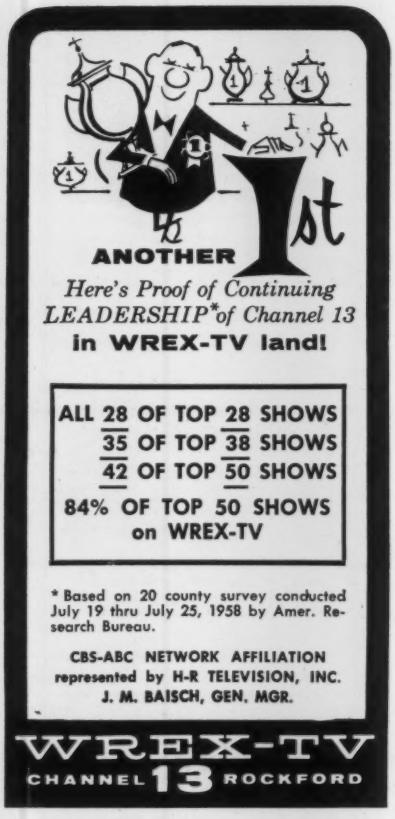
Statements on the situation from commentators affected were made public in the press. The newspaper *La Razon* commented that there had been abuse of freedom of expression by some of the commentators. It also noted that stations have been used frequently by government spokesmen for propaganda purposes.

3 in Ecuador to Inter-American

Three stations in Equador have been added to the Inter-American Network, the Latin American portion of World Wide Broadcasting System, New York, Walter S. Lemmon, president, has announced. The stations, bringing the Inter-American Network total to 82, include Centro Radiofonico de Imabura, Ibarra; Radio Roxy, Riobamba, and Radio Ondas, Azuayas, Cuenca.

INTERNATIONAL SHORT

Baker Adv. Agency Ltd., Toronto, has moved from 212 King St. W., to 670 Bayview Ave., in northeastern suburban Toronto area, where agency has top three floors of new building.


ANOTHER
1st
Here's Proof of Continuing
LEADERSHIP* of Channel 13
in WREX-TV land!
ALL 28 OF TOP 28 SHOWS
35 OF TOP 38 SHOWS
42 OF TOP 50 SHOWS
84% OF TOP 50 SHOWS
on WREX-TV
* Based on 20 county survey conducted July 19 thru July 25, 1958 by Amer. Research Bureau.
CBS-ABC NETWORK AFFILIATION
represented by H-R TELEVISION, INC.
J. M. BAISCH, GEN. MGR.
WREX-TV
CHANNEL 13 ROCKFORD

Action Delayed by L. A. County On C-C Toll Tv Application

The Los Angeles County Board of Supervisors Thursday (Sept. 4) postponed action until Sept. 18 on an application by Homevision, Inc. for a franchise to install a closed circuit home television system in Antelope Valley, an unincorporated area within the county. The delay is designed to give the county officials time to study the dual questions of whether they want to grant such a franchise at all and, if they do, whether it should be granted to Homevision.

The postponment came after vehement protests against toll-tv had been offered by Mrs. Fred S. Teasley, state radio-tv chairman of the California Federation of Womens Clubs; Mrs. Fred Wilson, president of CFWC's Sierra-Cahuenga district, and Junius Tuchler, chairman, Citizens Committee Against Pay Tv. Mr. Tuchler questioned the authority of the board to issue the requested franchise, argued that the proposed deal would give the county a 2% payment only on facilities receipts while, permitting all program revenue to escape this fee, and urged that no action be taken until the whole subject of pay-tv has been acted on by Congress.

The women's group reported that the members of CFWC are overwhelmingly opposed to the idea of toll television. Neil D. McCarthy, representing Homevision, said that the company proposes initially to install a community antenna system to aid residents of Antelope Valley area to get better reception of the seven Los Angeles tv stations, with the toll-tv operation to come later, if at all.

Pay Tv Scorned in Phila. Poll

"Philadelphians do not seem to be in favor of pay television," is the conclusion drawn by Dr. Myron S. Heidingsfield, marketing department chairman of Temple U. there, following a survey by his marketing analysis and research class. About 58% of people questioned were against pay tv; 24% were in favor and 18% took no position. The main reasons for not favoring a pay system were that it would be too expensive and they were satisfied with present programming. Those sampled who liked the idea of subscription tv said that they thought it would lead to better programs, first-run movies being the shows they wanted most.

Although two-thirds of the sample had heard of subscription tv, Dr. Heidingsfield believes that the issue is still confused in the public mind. He suggests that the FCC make no ruling on the matter until it has reviewed arguments of independent stations and the networks. Copies of the report may be obtained from Dr. Heidingsfield at Temple U., Philadelphia.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

$763,437 Realized by C-C Fight

The Floyd Patterson-Roy Harris heavyweight title fight on Aug. 18 almost didn't make the grade on closed-circuit tv, Irving B. Kahn, president of TelePrompTer Corp., New York admitted last week. However, he expressed encouragement over the fact that if an event of only moderate attraction could break even, it means "when you do hit, you really hit." Mr. Kahn said that if he had sold live coverage rights to radio, it might have depressed the closed-circuit theatre attendance even more. The TelePrompTer president said 196,762 theatre admissions were sold, 37% of capacity, for receipts of $763,437, including taxes. He said that when all newsreel runs are completed, there is expected to be a net profit of "between $25,000-50,000."

The closed-circuit audience was counted at 196,762. Earlier TelePrompTer had forecast a box office of 200,000 seats and "nearly a million dollars." Of actual receipts, the champion's share is around a quarter of a million dollars, Mr. Kahn said. He said that results point to a growing importance of theatre tv in sports events.

Show Corp. Offers 'Birthday Bingo'

Show Corp. of America, New York, recently-formed tv and theatrical packaging firm headed by C. Robert Manby, last week announced availability of a new local live tv program package *Birthday Bingo,* created by Satellite Productions, New York. The program features audience participation with winners selected at random during telecast. Viewers' birth dates make them eligible to participate. Satellite partners are William Mogle, Arthur Daly and Allan Ross. Show Corp. earlier was named to distribute the tv properties of RKO Television.

PROGRAM SERVICE SHORTS

Ampex Corp., Redwood City, Calif., has shipped videotape recorder to KCOP (TV) Los Angeles.

Edward Gottlieb & Assoc. Ltd., international public relations counsel, has moved Paris office to 61 Avenue Hoche. Office services four major French industries.

Hal Roach Studios, Culver City, Calif., names Bill Watters & Assoc., L. A., to handle public relations on West Coast. Eddie Jaffe Co., N. Y., will direct publicity in East.

Gilmark Features, N. Y., announces its "Tv Star of the Week" feature for tv sections of newspapers is available in mats for color reproduction. *Dallas Morning News* (WFAA-AM-TV) was first to sign for new mat service, according to Lou Shainmark, who formed Gilmark last spring. "Tv Star" is strictly a news feature, said Mr. Shainmark, based on leading stars selected from all networks and national programs.

NOW!

ARE YOU MISSING THE HOTTEST IDEA IN RADIO? THIS IS IT! AMERICA'S FIRST AND ONLY 24-HOUR A DAY 'LIVE' NEWS SERVICE—AUDIO NEWSBEAT.

. . . *In the last week NEWSBEAT has been on-the-scene:*

LONDON — **NEWSBEAT** broke the story to America about the racial revolt—

HAVANA — **NEWSBEAT** followed hurricane Ella this last week-end with three 'live' on-the-scene reports . . .

NANTUCKET — An air tragedy and **NEWSBEAT** was on the scene with a 'live' report and a story to its affiliates' listeners in 20 minutes. . . .

THIS IS NEWSBEAT
America's most
DYNAMIC
'live' news network!

FOR FULL INFORMATION ON THIS POWER-PACKED 'live' NEWS SERVICE CALL-WIRE-WRITE TODAY!

AUDIO NEWSBEAT CO.
Tele: Lu 3-2990
Tulsa, Okla.

kenny a. green, pres.

NEWS BEAT

P. O. Box 14 Tulsa, Okla.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. HAGERMAN

HOVEY HAGERMAN, senior v.p., MacManus, John & Adams Inc,. N.Y., named Cadillac account supervisor. **ROBERT E. FIELD,** formerly assistant account executive for Cadillac, appointed account executive. Announcements in Pontiac motor division account of MJ & A: **JAMES H. GRAHAM,** account executive, to supervisor, succeeded by **COLIN JOHN,** associate account executive. **JAMES E. McGUIRE,** assistant art director, to art director, and **ROBERT L. SAFFELL** named account manager.

MR. FIELD

BENJAMIN A. KISSAM promoted from assistant general sales manager in charge of staff operations to advertising manager of Pontiac Motor Div., General Motors Corp. He succeeds **WARREN SCHOON,** named New York zone manager.

THEODORE ROSENAK and **ROCCO B. BUNINO** named v.p.'s in charge of advertising and sales at Pabst Brewing Co., Chicago, respectively. Mr. Rosenak was v.p. in charge of advertising for Blatz since 1951 while Mr. Bunino was Blatz v.p. and sales director.

KENNETH F. MULDOON, promotion manager of American Gas Assn., N.Y., named advertising manager of AGA succeeding **CHARLES R. BOWEN,** resigned to join International Business Machine Corp. **LEONARD M. HAMMER,** v.p. of Nelson B. Moore & Assoc., Cleveland public relations firm, succeeds Mr. Muldoon as AGA promotion manager.

GORDON P. CLARKE, former associate editor of Food Field Reporter, N.Y., joins public relations staff of Arndt, Preston, Chapin, Lamb & Keen Inc., New York and Philadelphia advertising and public relations agency.

E. J. COLLINS, formerly vice president and account supervisor for Donahue & Coe, Chicago, to Compton Adv., Chicago, as creative group head.

MR. COLLINS

NANCY LARSEN promoted from copywriter to copy group supervisor at Tatham-Laird Inc., Chicago.

HAROLD J. McCORMICK, director of advertising and sales promotion, Motorola Inc., Chicago, to account manager, Dancer-Fitzgerald-Sample, N.Y.

ROBERT D. HAWKINS, formerly with Kenyon & Eckhardt, Chicago, as account executive for Lincoln-Mercury, to Western Adv Agency, Chicago and Racine, Wis., as v.p. and account supervisor.

JESSE O. BICKMORE, LAYNG MARTINE, FRANK A. YAHNER and **CHARLES T. YOUNG III,** account executives at Young & Rubicam, N.Y., elected v.p.'s.

WILLIAM J. LEVI, with Robert Acomb Inc., Cincinnati, for eight years, named agency v.p. Mr. Levi served as account executive on number of Acomb's important accounts.

MR. LEVI

SANFORD E. REISENBACH, formerly with Dancer-Fitzgerald-Sample Inc., N.Y., to S. R. Leon Adv., N.Y., as media director, replacing **JEAN ANDERSON,** retired.

DONALD L. DAIGH, formerly with William Esty Co., N.Y., to Henderson Adv. Agency, Greenville, S.C., as director of television and radio department.

JOHN ANDERSON, product manager for Lux toilet soap at Lever Bros., N.Y., to Benton & Bowles, N.Y., as account supervisor for undisclosed new General Foods product.

GEORGE BAKER, 1951 junior delegate to International Adv. Conference in London for Denver Ad Club, joins Compton Adv. Inc. as copywriter in Los Angeles office.

GEORGE N. LUCAS, formerly v.p. and copy chief at S. A. Levyne Co., Baltimore, joins VanSant Dugdale & Co., Baltimore, as copy supervisor.

JACQUELIN MOLINARO, previously with Mottl & Citeman, Beverly Hills, Calif., to Donahue & Coe, L.A., as media buyer.

PHIL H. MacMURRAY joins Daniel F. Sullivan Co., Boston, as member of creative staff.

LLOYD N. (LARRY) NEWMAN, formerly with *Philadelphia Daily News* and WFIL Philadelphia, joins public relations staff of Adrian Bauer & Alan Tripp Inc., Philadelphia advertising and marketing agency.

FILM

RICHARD C. POLISTER, production supervisor for Continental Films, Minneapolis, until its recent sale to Thomas Countryman Film Productions, promoted to general manager of Continental.

VICTOR PECK, film syndication sales representative in Midwest, appointed midwestern sales manager for Regis Films, L.A.

RAYMOND JUNKIN, v.p. in charge of sales, Official Films, N.Y., resigned.

RICHARD P. MORAN, JR., salesman with John E. Pearson Co., Chicago, to account executive, CBS-TV Film Sales for Indiana.

PHILIP LARSCHAN and **MICHAEL CALAMARI,** senior editors, Transfilm Inc., N.Y., made staff producer and supervising editor respectively. Other Transfilm appointments: **ROBERT MELAHN,** production supervisor, Caravel Films, to staff producer; **JOHN TRENEAR,** CBS-TV unit manager, to staff producer, and addition of nine animation artists.

DICK LEWIS named Chicago and midwest sales representative for Desilu Productions' commercial, industrial and documentary film division.

NETWORKS

A. W. (SEN) KANEY, pioneer broadcaster and network executive, announced his retirement Aug. 31 after 37 years of service, 30 of them with NBC Chicago. Mr. Kaney started his career as announcer at KYW Chicago in 1921 and was credited with describing first baseball game ever broadcast on radio. He joined NBC Chicago as chief announcer in 1928 and subsequently handled "voice" for such series as "National Farm & Home Hour," "Studebaker Champions" and "Amos 'N' Andy."

LEO LEFCOURT, assistant to **PHILIP FELDMAN,** CBS-TV v.p. and business manager of talent and contract properties, Hollywood, appointed director of program contracts for CBS-TV, Hollywood.

JULIAN BERCOVICI, formerly manager of NBC nighttime television programs, named executive producer at ABC-TV, effective immediately. Mr. Bercovici's first assignment with ABC-TV will be with network's new daytime programming schedule.

MALCOLM MacGREGOR, with NBC-TV since 1956 in business affairs of programming and sales, named executive producer of network's educational tv project succeeding **BRICE HOWARD,** who resigns to join faculty of Michigan State U.'s College of Communication Arts.

DAVID LEWIS named producer of new dramatic filmed series, *Woman in the Case,* being co-produced by CBS-TV and Tarafilm Productions.

STATIONS

ROBERT A. BARBER, formerly wtih WMAR-TV Baltimore, named station manager of KTOP, Topeka, Kan.

WILLIAM J. FLYNN and **KENNETH C. WILLSON** named WAGA-TV Atlanta national and local sales mangers respectively. Mr. Flynn served most recently as sales manager of WWL-TV New Orleans. Mr. Willson was formerly sales manager of WAIR Winston-Salem, N.C. **HENRY J. DAVIS,** previously with KTUL-TV Tulsa, Okla., as operations manager, joins WAGA-TV as program manager.

GUY CORLEY, formerly general sales manager of WBRZ (TV) Baton Rouge, La., joins KLFY-TV Lafayette, La., in similar capacity.

ROY E. ANGST JR., sales manager, WMBA, Ambridge, Pa., promoted to station manager. **ALAN GREGSON COMERY,** former production manager at WPAM Pottsville, Pa., named assistant manager of WMBA.

HOARD R. ELLIOTT, formerly chief engineer at KVOR Colorado Springs, Col., to WQUA Moline

"You're still my friend, aren't you, Brutus?"

IT PAYS TO KNOW THE ANSWERS

If Julius had *really* known the facts, those Ides of March might have been less unfortunate for him. It is a happier thought that in today's keenly competitive business of broadcast advertising you can keep your eye on everything new by reading BROADCASTING. It's *THE* most complete round-up of TV-and-radio developments. At a get-acquainted $3.50, you can receive the next 26 decision-easing issues – and be wiser than a senateful of soothsayers because of them.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

and WQUB Galesburg, both Ill., in similar capacity.

MR. SHAFFER

PAX SHAFFER, formerly with Peters, Griffin, Woodward, Chicago, joins WOC-AM-FM-TV Davenport, Iowa, as sales manager. Before joining PGW, Mr. Shaffer was v.p. and partner in L. W. Ramsey Adv. Agency located in Davenport. He will be in charge of local and national tv and radio sales for WOC-AM-FM-TV. Mr. Shaffer succeeds **MARK WODLINGER,** resigning to join Community Telecasting Corp., applicant for tv station in Moline, Ill., as exutive v.p. and general manager. [AT DEADLINE, Sept. 1]

MR. WODLINGER

PAUL KASANDER, with Walt Framer Productions, N.Y., as associate producer, to WABC New York as promotion manager, new post, effective today (Sept. 8).

RAY SHIELDS, formerly with KFMA Davenport, named KMAG Maquoketa, Iowa, chief engineer and farm director. Other KMAG appointments: **STAN BARTON,** formerly of KDTH Dubuque, Iowa, news editor and d.j.; **DENNIS VOY,** d.j. and **DUANE WILLEY,** former newspaper space salesman, sales representative.

PETE HIVELY, former editor of weekly *Fort Bliss News,* Fort Bliss, Texas, appointed director of news and special events, KBOL Boulder, Colo.

ROBERT S. BOAK, previously with CKLW Detroit, to WEZE Boston as account executive.

JOSEPH F. FRAZER JR., formerly with WVUE (TV) Wilmington, Del., to WRCV Philadelphia as account executive.

HOWARD E. LENZER, previously president of James Electric Corp., Buffalo, joins WINE Buffalo as account executive.

ROY BENJAMIN, previously with WXEX-TV Petersburg, Va., promoted at WTIC-TV Hartford, Conn., to producer-director.

ELLIOTT LITT, news director and d.j. at KRHM-FM Hollywood, to KPAL Palm Springs, Calif., as program director.

DON METZGER, formerly with KMPC and KTLA (TV), both Los Angeles, to KAKC Riverside, Calif., as special events director and account executive.

JOHN ZACHERLE, WCAU-TV Philadelphia m.c. on station's *Shock Theatre,* to WABC-TV New York in similar capacity.

FRED ZEHNDER, formerly radio-tv director, Public Information Office, Fort Bliss, Texas, joins KVIQ-TV Eureka, Calif., as announcer.

JOHNNY GINGER, night club and vaudeville entertainer, joins WXYZ-TV Detroit as air personality.

JERE SMITH, formerly d.j. for WMIN St. Paul, Minn., to KMSP-TV St. Paul-Minneapolis in similar capacity.

MAX FRIEDMAN appointed special sales representative to department stores for WCOL Columbus, Ohio.

POWER 6 PLUS
is coming
GOVERNOR
TELEVISION ATTRACTIONS, INC.
151 West 46th Street, N. Y. C.
JUdson 6-3675

See page 76

JIM AMECHE, air personality, joins KABC Los Angeles as d.j.

ARTHUR DOTY, graduate of Fresno State College, joins sales staff of KBIF Fresno, Calif., replacing **ALAN PURVES,** resigned.

RALPH HODGES, KTLA (TV) Los Angeles staff director and formerly Stinky Davis of original *Our Gang* comedies, named director of KTLA film operations.

RAY WHEAT appointed chief announcer at WAAF Chicago.

KEITH ROYER named assistant promotion manager of KETV (TV) Omaha, Neb., succeeding **JERRY L. CLARK,** resigned to accept post of promotion manager of *Gary* (Ind.) *Post-Tribune.*

MORT CROWLEY, previously with WRIT Milwaukee as air personality, joins KWK St. Louis in similar capacity.

BOB FOUTS, veteran sportscaster in San Francisco area, joins KCBS San Francisco in sports department.

JAMES E. BURNES, previously with WNAB Bridgeport, Conn., as newscaster, joins WDRC Hartford, Conn., in similar capacity.

GEORGE CASE, former major league baseball star with Washington Senators, joins WTTM Trenton, N.J., as sports director.

JOHN W. MURRAY JR. resigns from WINE Buffalo, N. Y., to join WWOL there as senior account executive.

JIM REEVES, WPEN Philadelphia newscaster, will report from Little Rock, Ark., covering integration situation through opening of school.

MARTY McNEELEY, air personality formerly with WJR Detroit, joins WKMH Detroit in similar capacity.

CHARLES C. CARLSON, 58, former owner-operator of WJBW New Orleans, died Aug. 23 in Los Angeles. Funeral services were held in New Orleans.

REPRESENTATIVES

TOM BROWN, formerly McCann-Erickson account executive on Chrysler Motors account, to Forjoe & Co., N.Y., as sales account executive.

JEANNE PYLE, account executive with Forjoe Inc., N.Y., and prior to that with William G. Rambeau Inc., to Bob Dore Assoc., N.Y., in similar capacity.

BOB WEISS, previously operations manager, KNTV (TV) San Jose, Calif., joins McGavren-Quinn Corp. in San Francisco office.

PROGRAM SERVICES

LORENCE I. PRESS, previously president of Webster International and v.p. of Record Guild of America, appointed general manager of Allied Record Div., American Sound Corp., Belleville, N.J.

W. F. (BILL) SHOEMAKER, formerly with Wells Organization, Chicago, in public relations, joins National Retail Radio Spots Inc., Hollywood, (musical commercials) as regional sales representative.

PROFESSIONAL SERVICES

ROBERT L. MONTGOMERY, v.p. of Endorsements Inc., N.Y., promoted to senior v.p.

CARL HELM, formerly in public relations division of National Assn. of Manufacturers, appointed v.p. in charge of South Bend office of Jim Moran Assoc., national publicity firm.

BURT SCHULTZ, previously with General Public Relations Inc., Benton & Bowles publicity subsidiary, to director of television at Arthur P. Jacobs Co., New York and Hollywood public relations firm. Mr. Schultz will service CBS-TV's *Ed Sullivan Show* for Eastman Kodak Co. Jacob's firm recently disassociated itself from Rogers & Cowan & Jacobs.

HERBERT NETTLETON, for eight years with General Electric Co., to TelePrompTer Corp., N.Y., in government sales department of firm's group communications division.

ALLEN GIBBS, for past year with McCann-Erickson's marketing communications workshop, N.Y., to agency public relations subsidiary, Communications Counselors Inc., as assistant account representative.

MANUFACTURING

ALAN H. BODGE, director and v.p. of Audio Devices Inc. in charge of west coast activities, named manager of Audio's silicon division in Santa Ana, Calif., replacing **GEORGE EANNARINO,** resigned.

JOHN A. RHOADS, Collins Radio Corp., Burbank, Calif., to director of engineering, Technical Products Div., Packard-Bell Electronics Corp., L.A. He succeeds **DR. GEORGE J. MUELLER,** who will remain at P-B temporarily as consultant.

W. T. BRONSON, Queens district sales manager, N.Y., for Graybar Electric Co., to manager of Graybar's Syracuse, N.Y., operations. His successor at Queens Plaza is **G. J. KENNEDY,** formerly Graybar general commercial sales manager.

RALPH E. GRIMM, former chief of development laboratory of Nems-Clarke Co. (electronic manufacturers), Silver Spring, Md., promoted to director of engineering. **GEORGE S. VERMILYEA,** formerly with IBM Corp. in San Jose, Calif., appointed executive v.p. of Nems-Clarke.

JOHN E. CUNNINGHAM, formerly supervisor of field engineering, CBS-Hytron, electron tube and semi-conductor division of CBS Inc., advanced to regional manager of equipment tube sales in New England.

WALTER F. GREENWOOD, marketing manager of General Electric Rectifier Dept., since 1954, appointed manager of marketing for GE Receiving Tube Dept.

SYD KRONISH, public relations director, Burke Dowling Adams Inc., New York-Atlanta, to similar post with Toy Mfgrs. of USA Inc., N.Y.

EUGENE FIORAMONTI, formerly with Bendix Aviation Corp. and Curtiss-Wright Corp., to Narda Ultrasonics Corp., Westbury, N.Y., as western regional sales manager.

GEORGE KELLER, formerly sales manager of Pacific Airmotive Corp., Burbank, Calif., joins V & H Radio and Electronics, L.A., as overseas sales representative.

TRADE ASSNS.

JOSEPH W. LEONARD, promotion manager for American Management Assn., appointed director of publicity and press relations, Assn. of Advertising Men and Women, N.Y.

WDSU Increases Stereocasts With Six-Day Promotion Event

WDSU New Orleans, which first began programming stereophonic broadcasts last May, and has currently programmed stereo selections three hours daily, has announced its week-long promotion to acquaint the public with the merits of this new sound transmission.

In cooperation with a local music store and London records, WDSU originated daytime and late evening programs from the store and broadcast approximately 27 hours of stereo programming in a six-day period. For in-person, on-air demonstrations the station duplicated its studio stereo facilities in the music shop and invited the public to attend via radio announcements to call or write for tickets. WDSU reports that evening attendance exceeded all expectations and that the daytime broadcasts which did not require tickets attracted capacity audiences. According to London's New Orleans distributor, 7,200 stereo packages were sold during the first five days of the event. Both the store and the record distributor report increased sales as a result of the promotion, although both entered the sound promotion with WDSU on a demonstration-education basis, looking for future rather than immediate sales success, the station explained.

Talk Record Set at WKBW

A new record of 98 hours of continuous talking is reported to have been reached by a Buffalo, N. Y., housewife in a talkathon contest conducted by WKBW Buffalo at a Buffalo shopping center. The 25-year-old marathon talker was awarded more than $700 in cash and merchandise prizes for her feat.

Listeners Hunt KDAY Treasure

More than $10,000 in cash and gift certificates are being offered on September weekends in a listener contest entitled "KDAY Beachcomber Bonanza" conducted by KDAY Los Angeles. Starting with the Labor Day weekend, KDAY d.j.'s, dressed as pirates, are dropping 1,580 (station frequency) plastic "booty bottles" off shore at beaches from Zuma Beach to Newport Harbor. The floating bottles will wash up where more than a million beach-goers can search for the pirate treasure. No entry blanks or purchases are necessary to become eligible for the hunt. The bottles will be found only at beaches where lifeguards are on duty.

KERG Aids Employment Service

As a public service and in cooperation with the Oregon State Employment Service, KERG Eugene is airing employer and employe job needs on a six times daily basis. The two-fold objectives of the service—listener interest and job placement—are being accomplished, according to KERG.

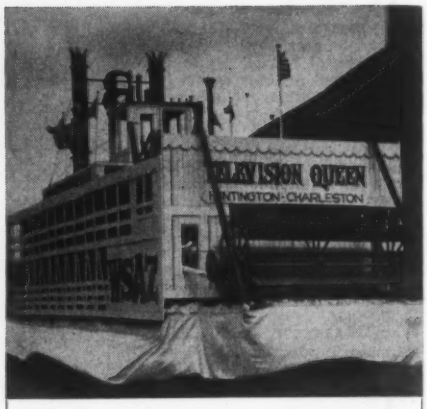
WFBM-TV Offers Campaign Support

To tie in with NBC-TV's "Vote for NBC" audience promotion campaign and the general political atmosphere of an election year, WFBM-TV Indianapolis, Ind., has launched its 1958-59 audience promotion campaign with the theme "Mr. Six, Favorite Son in Indiana."

During a two-week teaser campaign WFBM-TV personifies its channel number as the "successful incumbent" on a series of spots which show "Mr. Six" carrying a community placard and with recorded convention background audio naming the particular community and the number of "votes cast for Mr. Six." The next slide shows a marked ballot with "Mr. Six" at the top of the slate. The third slide shows "Mr. Six" carrying the banner with WFBM-TV's standard ID. Following the teaser campaign, a community endorsement theme will promote specific programs—"Kokomo votes for Como," "Greenwood votes for Groucho," —as examples.

KIRO Debuts 'Reaction' Series

Stricter traffic penalties issued by a Seattle, Wash., judge for teenage violators sparked the first program of KIRO Seattle's *Reaction* series presented by the KIRO Radio Public Affairs Dept. The show featured teenagers to get their reaction to the new regulations enforced on traffic violations. KIRO reporters interviewed youths in places where there was no parental or school supervision to obtain their frank opinions. Their reactions centered on why adults are exempt from new regulations which includes the loss of drivers licenses for varying lengths of time. *Reaction* will be scheduled as the need arises to air views on problems in the area, the station announced.



TOURING the streets of Huntington-Charleston, W. Va., this summer is the WSAZ-TV Huntington steamboat, "Television Queen," a replica of an Huntington old river steamer the *J. T. Hatfield*. This land-going version was designed and built by Lawrence H. Rogers II, president of WSAZ Inc., and the station's art and scenery department. The steamboat promotion theme is copied in WSAZ-TV station breaks with an animated replica of the craft, belching black smoke call letters from the chimney. The "Television Queen's" paddlewheel is operated by a hand crank; the smokestacks have damper doors in the bottom for insertion of smoke bombs, and the whistle and steampipes are fabricated from a common raw material—beer cans.

Letter Seeks 'Lost Heirs'

"The death in 1942 of Britian's shipping magnate, Angus Busch, during an air attack on London, revealed no claimants for an estimated $50 million estate . . . certain findings indicate strongly that you may have remote, nevertheless lawful, kinship to the deceased." This was the way a letter began from two Los Angeles jingle creators and addressed to executives in the radio-tv industry. The letter goes on to explain that after all taxes, court costs and attorneys fees are paid there will be only ten cents left for the heir, so you should invest that dime in a telephone call now to Circle 7-2700 (Hotel Warwick), and ask for Bob Sande or Larry Greene, who will help you "inherit" real money.

WPTR D. J. Awards Knob Senders

More than 1,100 radio dial knobs were sent to Jack Spector, d.j. on WPTR Albany, N. Y., after he suggested to his listeners that they prove their loyalty to WPTR by setting their radio dials precisely on the station's frequency and then pull off the knob and send it to him. In return, Mr. Spector

Advertisement

Murray Carpenter

'MONITOR' IN LORIS

Pride in their home town prompted businessmen in Loris, S. C., and WSLC Loris to join in a community project aimed at enabling the station to carry NBC Radio's *Monitor* program Aug. 23. *Monitor* crews had recorded a series of features there dealing with growing, storing and auctioning tobacco. Independent WSLC agreed to cancel regular shows and commercials that day and local businessmen raised money to pay for the 175-mile line to bring NBC to WSLC.

promised to send a new record, with his autograph on the label, for each knob received.

WOW Girls Aid Business Drive

In a "Business is Good in Omaha" promotion, WOW-AM-TV Omaha, Neb., distributed blue and white metal lapel pins giving the slogan and the stations' call letters. Fred Ebener, sales manager of the Meredith owned broadcasting properties in Omaha, designated sixteen girls appearing at Omaha's Gaslight Club as official WOW girls to handle the pin distribution.

WINS Hires 'Youngest D.J.'

WINS New York has hired "the youngest disc jockey in New York." He's 16-year-old Mitch Lebe, a senior at Lynbrook High, Far Rockaway, L. I. who will conduct a regular Saturday morning show. Young Mr. Lebe, a discophile with a penchant for tape recording, arranged for his own audition with station management last month.

KFOX, KIMO Plug Rival Medium

As a result of a Major Market Group (KFOX Long Beach, Calif.; KIMO Independence, Mo.) study on what news and features people want to hear, the stations

WIFE WANTED

Are you a professional actress, fairly attractive and moderately young? If you meet these qualifications, and move fast, you can be George Gobel's tv wife when his new tv season starts Sept. 23. "Actually," George says in regard to qualifications, "she can be young and beautiful." George's distressing predicament was occasioned by the Sept. 2 marriage of Jeff Donnell (formerly his "spooky" tv wife Alice) to John Bricker, formerly a Kenyon & Eckhardt vice president in Los Angeles and presently an executive director of Outdoor Advertising Inc. in New York. Alice, or Jeff (Mrs. Bricker, that is) will move to New York. Prospective Alices, or their agents, are invited to mail pictures and background material to Gomalco Productions, Beverly Hills, Calif.

KHQA-TV

BENDIX "WEATHERMAN"

lets TV viewers see weather record itself!

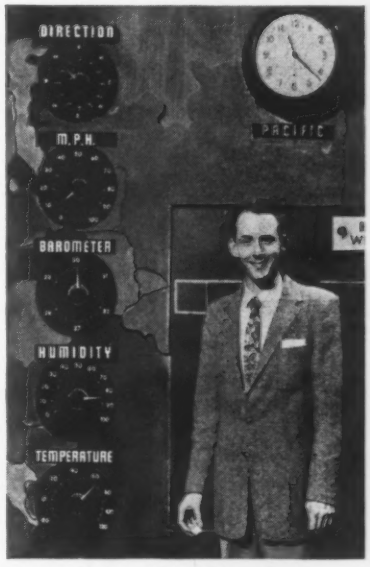
The Bendix "Weatherman*" will give your audience greater accuracy in weather reporting and a clearer picture of weather happenings, to make an important public service even better. Weather conditions can be read instantly from large and easy-to-read dials, showing outdoor temperatures, relative humidity, rainfall, atmospheric pressure, wind speed, and wind direction.

Such stations as WFIL-TV, Philadelphia; KHQA-TV, Hannibal, Mo. and Quincy, Ill. and KWTV-TV in Oklahoma City, have found that this new presentation of the weather by the "Weatherman" is more interesting than relayed information. And with the Bendix "Weatherman" every installation is unique because the dials can be arranged in so many different positions.

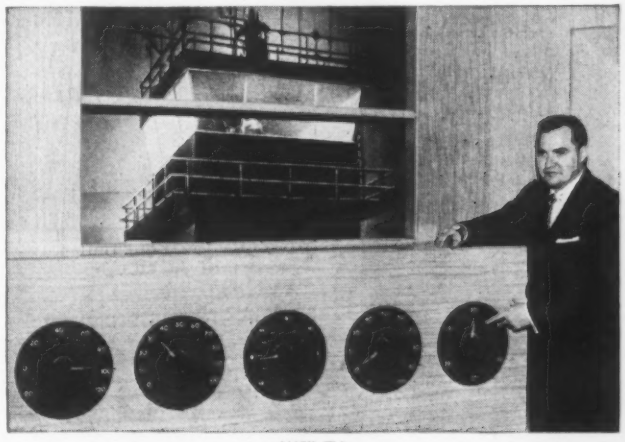
With the exception of the barometric pressure unit, each indicator is actuated by a remote (roof top) transmitter and is connected to the transmitter by electrical cable. "Weatherman" indicators and transmitters can be obtained as individual units.

The "Weatherman" is made by Bendix Friez, makers of weather-data instruments for eighty-two years. For further information, write direct to this division, 1324 Taylor Avenue, Baltimore 4, Maryland, or telephone VAlley 3-4040.

*REG. TRADE MARK



KWTV-TV


WFIL-TV

Friez Instrument Division

Bendix
AVIATION CORPORATION

1ST—THE HARD WAY

The claim "first with the news in East Alabama" proved to be an expensive proposition for WJHO Opelika, Ala. Seconds after a two-car collision, reporter Jack Smollon was on-the-air with the details from the station's ground mobile unit number one. The vehicles involved: one Alabama State Highway Patrol car, and WJHO ground mobile unit number one.

are airing news of tv programs being telecast on their areas' tv outlets. The two-minute announcements that highlight important tv programs being shown on local tv stations are part of a half-dozen other daily features aired by KFOX and KIMO.

Viewers Pick WMAR-TV Reporter

Viewers of WMAR-TV Baltimore at 8:30 p.m. Sept. 2 were asked to vote a winner from ten finalists in the station's contest to pick a woman reporter to represent the women viewers of its daytime programs. All cards and letters postmarked before midnight last Thursday (Sept. 4) were counted in the balloting. The winner will be announced today (Monday) and Maryland's "Televisit Reporter" will leave the following weekend for a week of visits with CBS-TV programs and stars in New York. Finalists were selected by a board of judges on the basis of entry letters. Interviews with the stars and daily reports will be telegraphed to the *Baltimore Evening Sun* and WMAR-TV.

Gobel Prize in WNBQ (TV) Contest

An RCA Victor portable tv set and a round of golf with NBC-TV star George Gobel are in store for the winner of a contest conducted by WNBQ (TV) Chicago in connection with his visit to that city. Details were announced on Norman Barry's sports show and Tom Mercein's *Movie 5* last month. Viewers were asked to complete in 25 words the sentence, "I would like to play golf with George Gobel because . . ." Aside from the winner, who gets a tv receiver and the opportunity to golf with Mr. Gobel at Highland Park's Exmoor Country Club, two runners-up will be awarded RCA Victor transistor radios. Mr. Gobel launches his new 1958-59 NBC-TV series Sept. 23 with a colorcast.

Police to Use WPEN 'Copter

A three-place 47-H helicopter has been bought by WPEN Philadelphia and fitted with broadcast transmission equipment. The 'copter will be used for twice-daily traffic reports, promotion of new traffic safety ordinances for the city's Dept. of Recreation and will be available for use by the Philadelphia Police Dept. or any official body requesting it. A WPEN newsman accompanies the helicopter when it is being used during emergencies or special events. A contest in which the helicopter will be named is being conducted by the station.

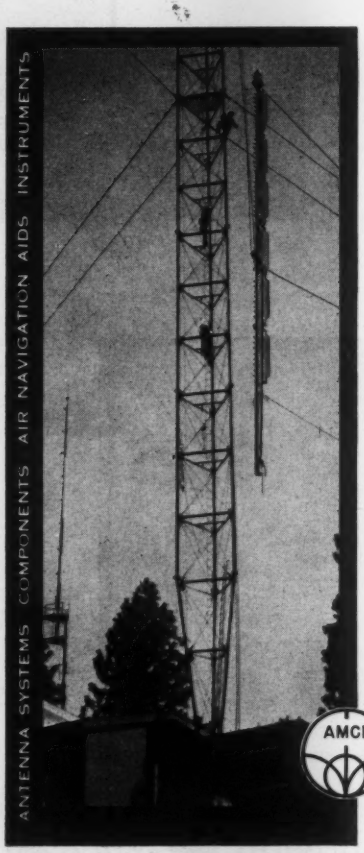
THE AIM of WSOC-TV Charlotte, N. C., in sending toy pistols to admen and sponsors in the area was to remind them about the premiere of its new *Target* (Fri. 10 p.m.) series.

Admen Get WEEI Storm Warning

"To Whip Up a Sales Storm in New England for WEEI Boston," is the message appended to the 1,200 hurricane maps sent to ad agencies and clients by the station. The map, 3,800 of which also were sent to schools, yacht clubs, police and fire chiefs in WEEI's area, advises of the Weather Bureau's new storm warning signals. WEEI has sent out hurricane maps for the past three years.

Ziv Series Offers Word Game

Local sponsors of Ziv television programs' *MacKenzie's Raiders* seeking to build store traffic will be aided via a new promotional angle devised by Ziv. They will work with the stations in airing an at-home viewer participation "word game" called "Raiders"—distributed by Ziv—in which contestants will be vying for a jackpot prize. The wrinkle: to become eligible and receive contest forms, viewers will have to visit the sponsoring stores.



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GOVERNOR TELEVISION ATTRACTIONS, INC.

151 West 46th Street, N. Y. C.

JUdson 6-3675

See page 76

Station Authorizations, Applications

As Compiled by BROADCASTING

Aug. 28 through Sept. 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Onondaga, Mich.—State Board of Agriculture—Granted ch. *10 (192-198 mc); ERP 316 kw vis., 166.8 kw aur.; ant. height above average terrain 1,070 ft., above ground 1,104 ft. Estimated construction cost $453,115, first year operating cost $350,000. P.O. address East Lansing, Mich. Studio location to be determined. Trans. location Rossmen Rd., Onondaga. Geographic coordinates 42° 26′ 33″ N. Lat., 84° 34′ 21″ W. Long. Trans. and ant. RCA. Legal counsel Maurice Barnes, Washington. Consulting engineer W. L. Foss Inc., Washington. Michigan State Board of Agriculture is governing board of Michigan State College of Agriculture and Applied Science. Principals include President **John A. Hannah**; Secretary **Karl H. McDonel** and Treasurer **Philip J. May**. Announced Sept. 3.

Onondaga, Mich.—Television Corp. of Michigan Inc.—Granted ch. 10 (192-198 mc); ERP 221 kw vis., 123.7 kw aur.; ant. height above average terrain 664 ft., above ground 675 ft. Estimated construction cost $717,580, first year operating cost $590,000, revenue $600,000. P.O. address 407-11 N. Washington Ave., Lansing, Mich. Studio location to be determined. Trans. location on Rossman Rd., Onondaga. Geographic coordinates 42° 26′ 33″ N. Lat., 80° 34′ 20.8″ W. Long. Trans. and ant. RCA. Legal counsel Leo Resnick, Washington. Consulting engineer John Mullaney, Washington. Principals include President **John C. Pomeroy**, president-26.9% stockholder WILS-AM-TV Lansing, Mich.; Vice President-Treasurer **Edward E. Wilson** (60%), auto dealer, and WILS-AM-TV (40%). Announced Sept. 3.

APPLICATION

Greensboro, N. C.—Jefferson Standard Bcstg. Co., Vhf ch. 8 (180-186 mc); ERP 316 kw vis., 189.6 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,013 ft. Estimated construction cost $1,699,386, first year operating cost $1,222,442, revenue $677,769. P.O. address 1 Jefferson Pl., Charlotte, N. C. Studio location Greensboro. Trans. location five miles southeast of Randleman. Geographic coordinates 35° 47′ 49″ N. Lat., 79° 43′ 23″ W. Long. Trans., ant. RCA. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Applicant is owned by **Jefferson Standard Life Insurance Co.** which owns **WBT** and **WBTV (TV)** both **Charlotte, WBTW (TV) Florence, S. C., WBIG** and 17% of **WFMY-TV**, both **Greensboro**. Announced Sept. 2.

Existing Tv Stations

CALL LETTERS ASSIGNED

KVIE Sacramento, Calif.—Central Calif. Educational Tv, ch. *6.

WJXT Jacksonville, Fla.—The Washington Post Co., ch. 4. Changed from WMBR-TV.

WMTW-TV Poland Spring, Me.—Mt. Washington Tv Inc., ch. 8. Changed from WMTW.

KXMC-TV Minot, N.D.—North Dakota Bcstg. Co., ch. 13. Changed from KCJB-TV.

WKBW-TV Buffalo, N. Y.—WKBW-TV Inc., ch. 7.

New Am Stations

APPLICATIONS

Jacksonville, N. C.—W. E. Baysden, 1290 kc, 1 kw D. P.O. address Route 2, Richlands, N. C. Estimated construction cost $19,700, first year operating cost $32,370, revenue $34,370. Mr. Baysden, sole owner, is retailer. Announced Aug. 29.

Madison, S. D.—Madison Bcstg. Co., 1390 kc, 500 w D. P.O. address Box 615, Madison. Estimated construction cost $14,843, first year operating cost $45,000, revenue $52,000. Owners are **Donald R. Vanderhoof**, U. S. Air Force, 75% and **Catherine Muggly**, registered nurse, 25%. Announced Sept. 2.

Wisconsin Rapids, Wis.—Bill S. Lahm, 1220 kc, 500 w D. P.O. address 318 South L St., Sparta, Wis. Estimated construction cost $20,407, first year operating cost $40,000, revenue $45,000. Mr. Lahm is mail carrier. Announced Sept. 3.

Existing Am Stations

APPLICATIONS

KVON Napa, Calif.—Cp to increase daytime power from 500 w to 1 kw; make changes in directional ant. system (additional tower) and change from DA-1 to DA-2. Announced Aug. 29.

WSPB Sarasota, Fla.—Cp to increase daytime power from 250 w to 500 w; install new trans. and make changes in ant. (increase height). Announced Aug. 29.

WGTA Summerville, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans. Announced Aug. 28.

WOPA Oak Park, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. and operate trans. by remote control. Announced Aug. 29.

WIKB Iron River, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 29.

WROC Rochester, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 28.

WJNC Jacksonville, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Sept. 2.

WTYN Tryon, N. C.—Cp to change frequency from 1580 kc to 1550 kc; increase power from 250 w to 1 kw; and install new trans. Announced Aug. 29.

WONW Defiance, Ohio—Cp to increase daytime power from 500 w to 1 kw and install new trans. Announced Aug. 29.

CALL LETTERS ASSIGNED

KCUB Tucson, Ariz.—Gordon Bcstg., of Tuc-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EAST	CENTRAL	MIDWEST	SOUTHWEST	WEST
REGIONAL DAYTIME	**MICHIGAN DAYTIMER**	**FULLTIME INDEPENDENT**	**MAJOR MARKET**	**FULLTIME LOCAL**
$80,000	**$175,000**	**$85,000**	**$165,000**	**$200,000**
Exclusive market near water doing growing gross. Remote installation. Terms.	500 watts in one of Michigan's top markets. 1957 showed 25% profit on volume. Terms to qualified buyer.	Local station in heart of dairy, farming, ranching, wholesale and rail center. Profitable. Upper Midwest.	Daytimer located in one of the major cities of the Southwest. Profitable operation. Financing available to right buyer.	Ideally located California market close to everything. Growing into a major market fast. Terms.

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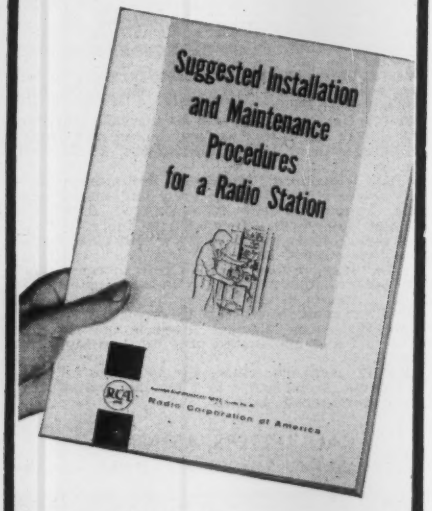
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	RI 8-1175	EX 2-5671

Planning a Radio Station?



This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. KB-22, Building 15-1, Camden, N. J. *In Canada:* RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

RCA Tmk(s)®

son, 1290 kc. Changed from KVOA.

KCKC San Bernardino, Calif.—MVW Radio Corp., 1350 kc. Changed from KCSB.

KASK Ontario, Calif.—The Daily Report Co., 1510 kc. Changed from KOCS.

KNBA Vallejo, Calif.—Mary Elizabeth Gunberg, 1190 kc. Changed from KGYW.

KZIX Fort Collins, Colo.—Horsetooth Bcstg. Co., 600 kc.

WWJB Brooksville, Fla.—Brooksville Bcstg. Service, 1450 kc. Changed from WKTS.

New Fm Stations

APPLICATIONS

Red Bank, N. J.—Frank H. Accorsi, 106.3 mc, 1 kw. P.O. address 157 Broad St., Red Bank. Estimated construction cost $325, first year operating cost $26,000, revenue $29,900. Mr. Accorsi had previously been granted an fm cp for Redbank which expired. Announced Sept. 3.

Seattle, Wash.—Chem-Air Inc., 101.5 mc, 10 kw. P.O. address 1411 4th Ave., Suite 1112, Seattle. Estimated construction cost $15,701, first year operating cost $25,000, revenue $22,000. **William E. Boeing Jr.,** sole owner, also owns one-third of **KWLD Longview, Wash.** Announced Sept. 2.

Existing Fm Stations

CALL LETTERS ASSIGNED

WTAF Birmingham, Ala.—WBRC Inc., 106.9 mc. Changed from WBRC-FM,

KEAX National City, Calif.—James Michael Harmon, 99.3 mc.

KASK-FM Ontario, Calif.—The Daily Report Co., 93.5 mc. Changed from KEDO.

KUT-FM Austin, Tex.—U. of Texas, *90.7 mc.

KEEZ San Antonio, Tex.—Musical KITE Inc., 97.3 mc. Changed from KITE-FM.

Ownership Changes

APPLICATIONS

WRBS Tuscaloosa, Ala.—Seeks assignment of license from **Frederic M. Rosemore, Stanley Besner** and **Samuel J. Simon,** d/b as **Better Radio Stations Co.,** to **Tri-Cities Bcstg. Co.** for $82,000. New owners are **E. O. Roden** (40%), **W. I. Dove** (23%) and others. Mr. Roden's broadcast interests: **WBIP Booneville** (100%), **WTUP Tupelo** (30%), and **WGCM Gulfport** (40%), all **Mississippi; KREL Baytown, Tex.** (40%), and **WBOP Pensacola, Fla.** (40%). Mr. Dove owns 40% of WTUP, and 23% of KREL, WGCM and WBOP. Announced Sept. 3.

KAPR Douglas, Ariz.—Seeks assignment of license from **Frank S. Barc Jr., Genevieve B. Barc, David V.,** and **Isabelle B. Harman** d/b as **Copper State Enterprises,** to Mr. and Mrs. Harman d/b as Copper State Enterprises. Purchase price: $9,300. Announced Aug. 28.

KDZA Pueblo, Colo.—Seeks transfer of control of licensee **(Pueblo Radio Co.)** from **Dee B. Crouch,** administrator of estate of **Zula Seaton,** deceased, to **Dee B. Crouch.** Announced Sept. 2.

KOLR Sterling, Colo.—Seeks assignment of license from **High Plains Bcstg. Corp.** to **Sterling Bcstg. Corp.** for $45,000. New owners are retailer **Eugene Dodds** (27%), farm operator **D. L. Dodds** (26%) and others. Announced Sept. 3.

WBRY Waterbury, Conn.—Seeks assignment of license from **American-Republican Inc.** to **WBRY Bcstg. Corp.** for $157,000. New owners are **P. James Roosevelt** (26%), **James B. Lee** and **Sol Robinson** (each 24%) and others. Mr. Roosevelt is stock broker; Mr. Lee hat manufacturer; Mr. Robinson is v.p. and director, **WLAD-AM-FM Danbury, Conn.** Announced Sept. 2.

WMDF Mount Dora, Fla.—Seeks assignment of license from **Charlotte Radio and Tv Corp.** to **Triange Bcstg. Corp.** for $30,250. New owners are retailer **Luther C. Moore** (31.25%), **E. O. Roden** (28.13%) and others. For Mr. Roden's holdings, see **Tuscaloosa, Ala.** above. Announced Sept. 3.

WSEB Sebring, Fla.—Seeks assignment of cp from **George W. Fee** and **Claude C. Tillman Jr.,** d/b as **Radio Sebring,** to Mr. Tillman and **Dorothy T. Wasdon** d/b as **Radio Sebring.** Mrs. Wasdon paid $500 for half interest. Announced Sept. 2.

KLEC Jonesville, La., and **WNAT Natchez, Miss.**—Seeks transfer of control of licensee **(Old South Bcstg. Co.)** from **Laurie G.** and **Charles E. Ratcliffe** and **Edna R. Lambert** to **W. S. Perkins** for $39,100. Announced Aug. 29.

WICO Salisbury, Md.—Seeks assignment of license from **Elizabeth** and **W. Courtney Evans** d/b as **Wicomico Bcstg. Co.,** to **Beacon Bcstg. Corp.** for $48,000. **Shelben Inc.,** investment company, is 100% owner of purchaser. **Sheldon Smerling,** majority stockholder in Shelben, also owns majority of **Donwal Management Corp.,** motion picture producer. Announced Sept. 2.

WRON Ronceverte, W. Va.—Seeks transfer of control (52%) of license corporation **(Blake Bcstg. Co.)** from **William E. Blake** to **Charles E. Springer** for $11,000. Mr. Springer recently sold his 51% interest in **WDDY Gloucester, Va.** Announced Aug. 29.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of **Pillar of Fire** to modify license of **KPOF Denver, Colo.,** insofar as increasing number of specified hours of daytime operation on 910 kc, 1 kw-N, 5 kw-LS. Initial decision of Dec. 11, 1957 looked toward grant of application. Announced Sept. 3.

By decision, Commission granted application of **Gillespie Bcstg. Co.** to change facilities of station **KNAF Fredericksburg, Tex.,** from 1340 kc, 250 w unl. to 910 kc, 1 kw, D. Initial decision of Aug. 2, 1957 looked toward denial of application. Comr. Lee not participating. Announced Sept. 3.

By decision, Commission granted applications of **Television Corporation of Michigan Inc.,** and **State Board of Agriculture** for new tv stations—commercial and educational, respectively—to operate on ch. 10 on share-time basis in **Onondaga, Mich.,** conditioned that State Board of Agriculture surrender its permit for educational station **WKAR-TV** (on commercial ch. 60), **East Lansing, Mich.;** denied competing applications of **Triad Television Corp., Booth Bcstg. Co.,** and **Jackson Bcstg. & Television Corp.** seeking the same channel in **Parma, Mich.** Initial decision of March 7, 1957 looked toward this action. This is first commercial-educational tv share-time operation authorized by Commission. Comrs. Craven and Ford dissented; Comr. Cross not participating. On July 7 WKAR-TV surrendered its permit for ch. 60. Announced Sept. 3.

By decision, Commission denied application of **Deep South Bcstg. Co.** for mod of cp of tv station **WSLA** (ch. 8), **Selma, Ala.,** to move its trans. site to location 50 miles from Selma and 25 miles from Montgomery, specify main studio site one-half mile from city boundary of Selma, increase height of ant. from 387 to 1993 ft., and increase power from 2.51 to 3.16 kw. Initial decision of Dec. 12, 1956 looked toward this action. Comr. Cross not participating. Announced Sept. 3.

By decision in proceeding on applications of **Albuquerque Bcstg. Co.** (KOB), **Albuquerque, N. M.,** Commission took following steps to permit KOB and **WABC New York City,** to operate simultaneously during nighttime hours and protect each other as Class 1 stations on 770 kc: granted KOB leave to amend its application for mod of cp to specify operation on 770 kc with 50 kw using a directional ant. nighttime with specified parameters; (2) granted **American Bcstg.-Paramount Theatres Inc.,** leave to file application for authority to make changes in operation of WABC on 770 to specify operation employing a DA nighttime with specified parameters; (3) directed WABC to file application for renewal of license not later than July 1, 1959; (4) dismissed KOB applications for license to cover modified cp and for authority to determine operating power by direct measurement; (5) ordered proceeding to remain open for purpose of considering further adjudicatory matters as may be based upon orders directed to KOB and WABC; and (6) granted motion of KOB to correct transcript of record. Commis-

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SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Sept. 4

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,028	73	103	577
FM	524	36	92	69
Tv (Commercial)	415[1]	94[2]	116	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Sept. 4

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	27	8	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31

	AM	FM	TV
LICENSED (all on air)	3,235	530	422[1]
CPs ON AIR (new stations)	36	22	92[2]
CPs NOT ON AIR (new stations)	105	93	114
TOTAL AUTHORIZED STATIONS	3,376	645	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	36	47
APPLICATIONS FOR NEW STATIONS (in hearing)	109	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	521	66	105
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	311	19	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	352	19	51
LICENSES DELETED	0	2	1
CPs DELETED	2	0	3

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

sioner Craven not participating. Initial decision of Feb. 3 looked toward simultaneous operation of KOB and WABC on 770 kc but as Class 1-B stations. (KOB is licensed on 1030 kc, 10 kw, unl., and is operating under SSA on 770 kc, 50 kw-LS, 25 kw-N; WABC is licensed on 770 kc, 50 kw, unl.) Announced Sept. 3.

OTHER ACTIONS

Commission on September 3 directed preparation of documents looking toward:

Reopening record in proceeding involving applications of **Northwest Bcstrs. Inc.**, for new am station to operate on 1540 kc, 1 kw, DA, unl., in **Bellevue, Wash.**, and **Rev. Haldane James Duff** for new station on 1540 kc, 10 kw, DA, unl. in **Seattle, Wash.** Initial decision of Sept. 23, 1957, looked toward granting Northwest and denying Duff application;

Denying petition of **Crawfordsville Bcstrs. Inc.**, to reopen record and amend application in proceeding involving its application and that of **J. E. Willis** for new am stations to operate on 1410 kc, 1 kw, D, DA, in **Crawfordsville** and **Lafayette, Ind.**, respectively. Initial decision of March 19 proposed grant to Willis and denial of Crawfordsville;

Granting application of **Allegan County Bcstrs.** for new am station to operate on 1580 kc, 250 w, D, in **Allegan, Mich.**, and **Booth Bcstg. Co.** to increase power of **WJVA South Bend, Ind.**, from 250 w to 1 kw, continuing operation on 1580 kc, D. Initial decision of May 1 looked toward granting both applications;

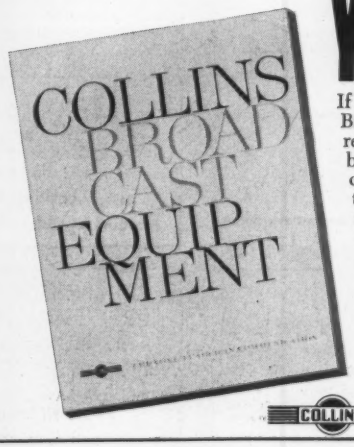
Denying petition of **WOV Bcstg. Corp.** (WOV), **New York, N. Y.**, for reconsideration of May 7 decision which granted application of **WGLI Inc.**, for new am station (WGLI) to operate on 1290 kc, 1 kw, DA-1, unl., in Babylon (village), N. Y., but affording WOV to file amended pleading to state with specificity facts officially noticed by Commission which petitioner controverts; and

Denying petition by **South Miami Bcstg. Inc.** (former applicant for new am station in South Miami, Fla.) and motion by **Louis G. Jacobs** to enlarge issues in proceeding on Jacobs application for a new am station (990 kc, 5 kw, DA, unl.) in **Miami-South Miami, Fla.**, and application of **Pompano Beach Bcstg. Corp.** for new station (980 kc, 1 kw, DA, D) in **Pompano Beach, Fla.** Initial decision of Aug. 13 looked toward grant of both applications.

By memorandum opinion and order, Commission denied motion by **WDAY Inc.** (WDAY-TV, ch. 6), **Fargo, N. D.**, intervenor, for enlargement of issues in hearing on application of **North Dakota Bcstg. Co.**, for new tv station to operate on ch. 11 in **Fargo, N. D.** Initial decision of May 27 looked toward grant of North Dakota application. Announced Sept. 3.

By memorandum opinion and order, Commission denied as moot petition by **South Norfolk Bcstg. Co.**, to enlarge issues in **Denbigh-South Norfolk-Virginia Beach, Va.**, am proceeding; on own motion, enlarged issues to determine whether **Denbigh Bcstg. Co.** proposes to serve primarily particular city, town, or other political subdivision as contemplated by Sect. 3.30(a) of

Continues on page 107



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RADIO

Help Wanted

Our rating is last in 3-station city. Live wires need to make us first. Short circuit with ticket needed. Write on station letterhead to Box 770F, BROADCASTING.

Co-managers (sales-announcing-engineer-sales). Salesmen opportunities, progressive new station. Jay Sadow, 270 N. Crest, Chatanooga, Tenn.

Management

General manager wanted by top group operator for major market New York state station. Send full details to Box 650F, BROADCASTING.

Metropolitan market. To operate on percentage of profits. Great challenge. Excellent opportunity for right party. Box 675F, BROADCASTING.

Sales manager and owners understudy—now successful in small or medium market. Send credentials, accounts listing first letter. Guarantee salary open, plus commission. Upper midwest. Box 702F, BROADCASTING.

Proven successful sales producer to join multi-station group operating gulf states area in medium markets. Box 785F, BROADCASTING.

Commercial manager. Good salary plus commission for go-getter. Must be able to produce. Prefer middle-aged man. Enterprising station in Tide-water area. WDDY, Gloucester, Virginia.

Sales

Experienced salesman with production ideas for number one metropolitan Florida station. Base salary plus commission and car allowance. Fine opportunity for real salesman. Box 651F, BROADCASTING.

Top sales manager wanted for established Virginia station. City of 30,000. Must be energetic. Ready to talk turkey on salary arrangements for right man. Send photo, working record, all details first letter. Box 707F, BROADCASTING.

Ad salesman, man or woman. Must be experienced, either newspaper or radio, for successful Carolina radio station. Earning potential $600.00 a month or more on salary or salary and commission. Send complete information with photo. Box 736F, BROADCASTING.

KBUD Athens, Texas seeking sales manager with announcing background. Five years experience required, minimum age 30. Interview required, references will be checked. Start $4,800.00 plus bonus.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for solid NBC station in Michigan's second market. Send complete resume to Marvin Levey, WFDF, Flint, Michigan.

Excellent opportunity Suffolk county's only full timer. Rush resume. Reply held strictest confidence. Write Jerry Warren, Manager, WGLI, Babylon, New York.

WJLD radio is expanding operations and needs additional sales personnel. Substantial guarantee against commission. Good opportunity for right man. Reply by mail C. Otis Dodge, P. O. Box 5767, Birmingham, Ala. Replies strictly confidential.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Need announcer with 2 years experience for staff of metropolitan area station. Good salary and conditions, an excellent chance of advancement within our expanding chain. Send tape, photo, resume and references. Box 547F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Group of single market stations in Texas need following: newsman with announcing experience, and announcer-salesman and a straight announcer. Stations are under one ownership and offer chance to advance if you like smaller markets with one station. Box 613F, BROADCASTING.

Central Pennsylvania 1000 watt needs all-around announcer. Send tape, resume now. Box 735F, BROADCASTING.

Leading Long Island independent seeks potentially top dj's with taste and showmanship for growing, quality operation. Moderate salary. Send tape, pic, resume to Box 741F, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Tucson, Arizona need immediately mature announcer with first phone. Airmail tape to Box 5803, Tucson.

KBUB, Athens, Texas seeking experienced staff announcer. $75.00 week.

Immediate opening for morning man. Straight announcing. Must be alive and have good voice. College town, 2 station market, excellent salary, plus security for the right man. Send tape, resume, photo and references to Gene Larson, KGFW, Kearney, Nebraska.

28 year old east Texas, 24 hours a day, operation needs announcer-salesman. Salary plus commission. Call, wire, write KGKB, Tyler, Texas.

Announcer-1st phone. No maintenance, two **weeks vacation, health** insurance, new **studio and equipment. Mobile units, air and auto.** Adult programming, start at $433.00. Need immediately. **Phone Mr. Jae, KHMO, Hannibal, Missouri.**

Top Hooper music operation adding announcer and copywriter or combo. Good salary, permanence, send tape or copy sample to KPBA, Box 33, Pine Bluff, Arkansas.

5 kw daytimer WLET, Toccoa, Ga. has immediate opening for stable, experienced staff announcer morning shift. 48 hour week, paid vacation, other benefits.

Combo man with first class ticket for medium sized mid-west market. Good announcer necessary, very little engineering. Must know production. Send resume of experience, family status, salary requirements and audition to John Harvey, WRRR, 113 S. Court Street, Rockford, Illinois.

Immediate opening for announcer-salesman with emphasis on sales. Excellent opportunity for right man. Send tape and background to Jim Melvin, WSIC, Statesville, North Carolina.

Wanted: Staff announcer with minimum one year experience. Split shift-afternoon and evening. Position available September 10th. Send tape and resume and references to Walton Broadcasting Co., Monroe, Ga.

Technical

Engineer—Leading eastern independent needs man throughly experienced in maintenance of broadcast equipment. Must also do a minimum of air work. This is excellent opportunity for young, ambitious man to become chief. Station is expanding and expects to build new studios within two years. Salary commensurate with ability. Must have audition tape, resume and recent photo. Box 742F, BROADCASTING.

Engineer-announcer first phone, 1000 watts indie. Reply to Box 749F, BROADCASTING.

Radio engineers. EE Degree. $6,564-$8,004. Two way communication or VOR-TVOR experience. Write: Minnesota Civil Service, 122 State Office Bldg., St. Paul, Minnesota.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

Program director for metropolitan Florida station. Must be experienced, aggressive, full of ideas. Fine opportunity. Box 652F, BROADCASTING.

Experienced continuity writer for major midwest market. Must have creative ability plus practical good sell commercial copy writing style. Send photo and complete background. Box 679F, BROADCASTING.

Newsman-gather, write and edit news for near Chicago indie. Send tape, resume, and photo at once. Box 751F, BROADCASTING.

Newsman gathers and writes local news for radio and television. Good radio news delivery on air essential, photography experience would be helpful. Excellent opportunity, permanent position, KGHF-KKTV, Pueblo, Colorado.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

RADIO

Situations Wanted

Management

Manager-experienced all phases, presently sales management. Family man, that desires permanent opportunity. Full details immediately. Box 587F, BROADCASTING.

Highest industry records in radio sales expansion. Twenty years operations and management. Special assignments considered. Box 611F, BROADCASTING.

Manager/sales manager: Successful twelve year record three major markets; owner about to sell. I sell profitably too. Now employed sales manager radio/vhf television. Box 761F, BROADCASTING.

Manager. Opportunity invest, become part owner. 8 years all phases. Box 768F, BROADCASTING

Mr. Radio for 12 years wants to be Mr. Manager. Have ideas, ability and great desire to succeed. Mature young family man with good personal record. Can build audiences and sales. Small or medium south or southwest area. Prefer salary plus profit sharing, write Box 777F, BROADCASTING.

Want money? I'm your next manager. Know the radio story, station operation. 31, family, 6 years successful sales. Enormous working capacity. Promotional minded. Hot ideas. P. O. Box 544, Dudley, Mass.

RADIO

Situations Wanted—(Cont'd)

Management

Salesman, experienced all phases, have reached top here, want to move on as commercial or station manager. Civic minded, stable family man, aggressive but not high pressure. Best references, sponsors and employers. Chuck Warren, Jr., 1117 Cottage Road, Webster City, Iowa.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 664F, BROADCASTING.

Top sales record. Competitive metropolitan market. Ambitious. Looking for opportunity. Box 732F, BROADCASTING.

Salesman—no cost to you, 50/50 deal, paid as money comes in. Tom Thumb, Box 97, Boston 14, Mass.

Announcers

Somebody else is taking my place. No maintenance. Situated Seattle. Box 530F, BROADCASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 665F, BROADCASTING.

Girl dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 666F, BROADCASTING.

Negro dee jay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 667F, BROADCASTING.

Greedy for talent? Enter this contest! First prize, married veteran, realizes importance of hard sell, exceptionally clean news. Complete this sentence, "I want your tape because . . .". Mail to Box 695F, BROADCASTING.

Announcer-dj. Negro. Recent school grad. N. Y. trained. Ambitious, married, will travel. Box 699F, BROADCASTING.

Experienced announcer available for Sunday relief. Will travel near N.Y.C. Box 703F, BROADCASTING.

First phone—experienced studio operator television and radio. Announcing school graduate. Married. 2 years college, desire position as staff announcer. Box 708F, BROADCASTING.

Two years fm classical music pd and three years fm announcer. 3 years top 40 and news. Desires fm operation preferably. Box 711F, BROADCASTING.

Announcer, 6 months pro. 2½ years journalism school. 21. In south, want east. Box 719F, BROADCASTING.

Graduate broadcasting school. News, dj, run board. Go anywhere. Tape, resume. Box 730F, BROADCASTING.

Versatile announcer am/tv-musician. Excellent knowledge good music, strong news, commercials. Presently working tenth largest market. Available September 15. Box 731F, BROADCASTING.

Man of a thousand voices! A million ideas! Personality plus dj! Try me! Box 737F, BROADCASTING.

Four years experience, announcer-dj, college graduate. Presently employed. Wish to relocate. Box 740F, BROADCASTING.

Good voice, needs more experience, 8 months past experience in all phases including sales. Some college. Go anywhere. Box 746F, BROADCASTING.

Announcer-dj. Third phone, 8 months combo experience, 24, veteran. Will travel. Available immediately. Box 747F, BROADCASTING.

Available immediately. Adult dj, knows good music. Intelligent newscaster, strong on commercials, some sports. 2½ years radio-year tv. Reliable, conscientious worker desires permanency with progressive outlet. Excellent references, family, veteran. Be specific please. Box 753F, BROADCASTING.

Experienced sportscaster-staff. Top play-by-play. Desire relocate sports-staff connection, strong sports station. Box 757F, BROADCASTING.

Experienced announcer, mature, single. Locale unimportant if working conditions and remuneration satisfactory. Box 755F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Polished announcer-experienced engineer, desires news or dj position within 50 miles of Philadelphia or New York. College grad. Tape, resume, references. Box 758F, BROADCASTING.

Staff announcer; versatile, all phases. Ready now. Box 759F, BROADCASTING.

2¼ years radio, tv background. DJ, news, commercial experience. Desire radio or radio-tv. Available immediately. Box 763F, BROADCASTING.

Versatile young announcer. Experienced. College graduate. Excellent voice. Knows music. Box 764F, BROADCASTING.

Sportscaster-staff desires position with good sports station in good market. Prefer 300 miles of New York but will consider other area. Box 765F, BROADCASTING.

Sportscaster—Wants football. Available now. Seven years experience. Prefer south. Box 767F, BROADCASTING.

DJ-chief announcer, finding planned programming changes at present station unsatisfactory, seeks to relocate as dj with pop station in Mass., Conn., R. I., N. Y., or N. J. Reply Box 769F, BROADCASTING.

Announcer-negro-network affiliate experience. Can conduct any type show—rock 'n roll to Bach. Now working New York metropolitan area as news director and dj. Immediate relocation. Box 778F, BROADCASTING.

Announcer seeks position 100 miles New York. Personal audition preferably. Box 779F, BROADCASTING.

Network caliber news analyst-commentator deserves larger market. Worth many times present salary—$8500. Box 782F, BROADCASTING.

Ex local news and sports editor. Young, imaginative, single. Recent radio school grad—Pat Kelly trained. Can write commercial copy. Box 784F, BROADCASTING.

Sports, staff announcer play-by-play, pd, college graduate, 6 years experience, married, employed. References. Box 786F, BROADCASTING.

Looking for job as announcer in radio station, operate board, experienced, news, deejay. Write: Leroy Armstrong, Route 1, West Point, Miss.

All-around staff including strong music, play-by-play. Currently employed. Robert Bauman, 109 North Pier, St. Joseph, Michigan.

Married staff announcer looking for permanent position. Inexperienced but well trained by top Chicago freelance announcer. Strong on cold copy-hardsell. All music, sports. Run own board. Phillip Bernath, 5909 W. 93rd St., Oak Lawn, Ill. Garden 2-4058.

Ace sportscaster, salesman, announcer, newsman. Call Basil DeSoto, Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hill, California.

Staff-dj copywriter. 4 years experience. Desire position outside U.S. Bob Feriss, 630 Dumont Avenue, Brooklyn 7, N. Y., HY 8-1075.

Married family man with two years experience desires position as country and western dj. Good ad-libbing commercial and production, also salesman. References and tape available. Larry Greer, Route #2, Charleston, Illinois. Phone Diamond 5-5491.

24 year old mature voiced, commercial announcer. Affiliated with suburban St. Louis station. Not a hotshot dj nor drifter, but a sincere personality looking for a future with a dependable station. Respectable pay expected. Prefer midwest location. Contact Dave Reaban, 4320 DeTonty, St. Louis 10, Mo. Mo 4-3663.

Truthful, sincere, young man! Looking for permanent position with progressive station. Short on experience, long on talent and ambition. Best suited for teen-age rock type program. Non-drinker, hard willing worker, with finest references. Call or wire brings you tape, photo, and letter of application. Reply. Mr. Leon Stoecker, 303 Washington Street, Apartment Number One, Klamath Falls, Oregon. Telephone TUxedo 2-5439.

Technical

First phone, experienced, mature, abstemious, married. Fair announcer, good news delivery. Tape available. Please write Box 593F, BROADCASTING. Thank you very much.

RADIO

Situations Wanted—(Cont'd)

Technical

First phone, 2 years technical school, 2 years experience studio and transmitter. Interested in tv. Box 683F, BROADCASTING.

First class phone, two years experience in commercial radio broadcasting, worked mainly as a combo man. Three years experience in Air Force as radio repairman prior to entering commercial radio. Open to all offers as do not have preference as to location. Box 738F, BROADCASTING.

Dependable and reliable 1st phone engineer, 29, married. Three years studio and directional am transmitter experience. Desires to break into tv. Have some knowledge of camera operation. East coast. Box 760F, BROADCASTING.

Must move to southwest. Engineer that sells and announces. Experienced every phase of radio. Box 762F, BROADCASTING.

First class engineer employed two-way radio communications. Interested broadcast or television. Single. Will travel. Box 773F, BROADCASTING.

Engineer network-experience wants relocation within 175 mile radius of Washington, D. C. Box 781F, BROADCASTING.

First class-production minded engineer desires more opportunity for advancement than presently offered. Now earning $95. Box 783F, BROADCASTING.

First-phone, car, single, 25. 2 years experience: AM, fm, combo. Bill Richerson, 534 Pine Terrace, South San Francisco, California.

Production-Programming, Others

Program assistant-sports-network, local-studios, remote, all kinds. Personable. Box 733F, BROADCASTING.

Program and/or sports director employed, married, 26, personable, versatile. Box 780F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Television time salesman for eastern North Carolina station. Man with tv or radio time sales experience preferred. State qualifications and requirements first letter. Box 745F, BROADCASTING.

News director KELO-TV, Sioux Falls, South Dakota offers excellent opportunity for experienced news director. Man hired will operate department with staff of 4 and do one on-the-air newscast. Must be from upper midwest area. Send complete details and photo first letter.

Account executive—Experienced in radio or tv local/regional sales, to take over top billing account list on one of the best CBS stations in the Carolinas. Opening created by promotion of present account executive to local sales manager. This position offers good base, fringe benefits, and attractive commission arrangement that enables you to build your own future. No limit on earnings. We want a family man with sincere desire to work and make money. Your record must stand rigid investigation. Send complete details including sales record on local/regional level with photograph to: Don Pierce, Local Sales Manager, WFMY-TV, Greensboro, N. C.

Technical

TV transmitter engineer for full power vhf, south. Inexperienced men considered. Box 563F, BROADCASTING.

TELEVISION

Situations Wanted

Sales

$100,000 billing! Aggressive account executive-sales manager. Outstanding resume, 6 years experience any large market. Box 714F, BROADCASTING.

Industrious, personable, dependable man with record of selling intangibles seeks opportunity to sell time. Also capable announcer. Free to relocate. For complete resume write Box 752F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Two years radio staff announcer, two years announcer pd, one year tv announcer pd, six months Army, now out ready for work. 23, no drifter. Wisc., Minn., Iowa tv stations. Personal interview requested. Tape, resume, etc., on request. Box 739F, BROADCASTING.

Good, sound staff announcer with daily tv newscast, better than good adult dj-music university major, perfect pitch, 2 years same CBS station. Single, 25, dependable, personable, prefer midwest. Box 750F, BROADCASTING.

TV disc jockey who subbed for Dick Clark on American Bandstand has successful show but desires change in location. Interested. Box 756F, BROADCASTING.

Technical

TV engineer, seven years experience, familiar with all phases of engineering. Available immediately. Resume on request. Box 734F, BROADCASTING.

1st phone, 6 years am-fm-tv including color with top network desires to relocate in Florida, married and reliable. Box 743F, BROADCASTING.

Production-Programming, Others

News director, radio station, wants to return to tv. 8 years experience radio-tv reporter, writer, film editor, newscaster. B.S., M.S. degrees in journalism. Box 507F, BROADCASTING.

Production/operations executive desires to relocate. East coast network o&o background. Available September 15th. Box 744F, BROADCASTING.

News camera man, 16mm, silent, sound, still pictures. Develop, edits, prints. Experienced and knows photography. 29, vet., married, college. Box 748F, BROADCASTING.

FOR SALE

Stations

WAXE, Vero Beach, Florida. 1 kw day—covers Florida east coast from Cape Canaveral to West Palm. High potential fast growing market. Absentee ownership reason for sale. 80,000 firm price—30,000 down. Good terms. No brokers—qualified buyers only. Write WAXE, 47 Woodcrest Avenue, N.E., Atlanta, Georgia.

Rocky mountain station. In black. Invites correspondence responsible parties. Atlas Engineering, 1870 Atkin, Salt Lake City.

South small market station, $39,750, $10,000 down payment. Virginia medium market, $90,000 with $35,000 down payment. Upper south medium market stations (2), $150,000, terms; or 50% interest, $30,000 with $10,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Have many buyers, and syndicates. 2½% commission if you list exclusive with us. Lee Hollingsworth, Lic. Bkr., 514 Hempstead Ave., W. Hempstead, N. Y.

West major market stations (2), $500,000 and $1,350,000, terms. Also small market station, 51% for $50,000 or 75% for $75,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Upper south, monopoly market stations (2), progressive area, $140,000, $145,000. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

Tower. Free standing 115 foot new Dresser-Ideco. Never erected. Complete drawing. Reasonably priced. Box 717F, BROADCASTING.

204' Ideco self-supporting tower. Repainted. We'll load. Base insulators, complete lighting included. $2750.00. Box 748, Rapid City, South Dakota.

Western Electric 1 kw, 443-A1 transmitter; excellent, spare tubes. 25B dual channel console, complete. Both on air. Best offer. KGLC, in Miami, Oklahoma.

1 kw Gates BC-1J transmitter, like new. KOKY, Box 1956, Little Rock, Arkansas.

A Gates RCM-17 remote control system, 3 years old and in excellent condition. Rack and relays included in $850 price. WDBQ, Dubuque, Iowa.

FOR SALE—(Cont'd)

Equipment

Three mobile vhf units. Used but in excellent condition. KLEE, Box 391, Ottumwa, Iowa.

One Collins model 12x three channel remote amplifier. One Tapak newscaster model tape recorder. Both are in excellent condition. Harry G. Bright, Radio WETZ, New Martinsville, West Virginia.

For sale to the highest bidder, 196' Truscon Steel self supporting tower. A-1 condition. Bid to include dismantling and removal from site. Available about October 18. Write WHUN, Huntingdon, Pa.

2 4G-053 VRII GE cartridges, $20.00 each; 2 GE A1-903 rumble filters, $5.00 each; 1 6AA Presto 2-speed turntable (no cabinet) $50.00; 2 5-A WE arms $25.00 each; 3 WE 9-A heads, $25.00 each, as is; 1 6N Presto 2-speed recorder, good condition, $125.00. 1 WE BC 604D transmitter, $75.00; 1 WE BC 181F transmitter, $75.00; 1 WE BC 603 receiver, $50.00. 1 type 43 dynamotor, complete $15.00 . . . or take $400.00 for everything listed. WLAG, LaGrange, Georgia.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

Transmitter tower for sale. One 465 foot Ideco guyed, uniform cross section steel tower, base insulated, complete with lighting equipment. Buyer to dismantle and remove. Located Baldwin Hills area, Los Angeles. Make offer to: Harry Maizlish, Room 803, 3440 Wilshire Boulevard, Los Angeles 5, California. Phone DUnkirk 5-7421.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00. 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Radio station wanted by principal. Fast action. Confidence assured. Box 766F, BROADCASTING.

Equipment

Exciter unit minus power supply from Federal fm transmitter. Box 774F, BROADCASTING.

One 195' guyed, insulated 15" triangular Stainless tower G-15. Patrick W. Larkin, WDBF, Delray Beach, Florida.

Used WX-2D field intensity meter and 3 used 165 foot guyed towers. Contact Chief Engineer, WFCR, Fairfax, Virginia.

Used pantagraph hangers, Kliegl or Century 16mm film projector for Ike or Vidicon film chain. Chief Engineer, WMVS-TV, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

Transmission line dehydrator. State make, model, and price. WSBA-TV, York, Pennsylvania.

WANTED TO BUY—(Cont'd)

Equipment

Magnecorder PT 6 tape transport, single track head, in good condition. Broadcast Services, Inc., Mart Bldg., El Paso, Texas.

BUSINESS OPPORTUNITY

Million dollar opportunity, Half try: Gross million yearly. Sensational, new, copyrighted radio-tv feature. Terrific promotion for locals. Fabulous money maker. Too big for me alone. Offer on royalty to organization capable handling entire United States. Box 754F, BROADCASTING.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. P.O. Box 1871, Hollywood 28, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone: FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

OPPORTUNITIES FOR 4 GOOD MEN

(1) Announcer-Producer . . . announcing ability important, production ability paramount. (2) Strong commercial announcer with ad-lib ability. (3) "Personality" specialist for general-appeal afternoon show. (4) "Gimmick" writer (male) who can produce clever commercial copy . . . and also do a good one-hour broadcast daily.

Salaries commensurate with experience and ability, plus many fringe benefits not found in other stations. Send tape or disc, plus photo and resume, to: Ray Turner, Station Manager,

WTAR-Radio, Norfolk, Virginia

FOR SALE

PENNSYLVANIA RADIO STATION

Long and well-established 250 watt property

Full Time—major network affiliation

Profitable and sizable market

Write Box 635F, BROADCASTING

No Brokers Involved

RADIO

Situations Wanted

BIG JON & SPARKIE
Stories—songs—drama
humor—nonsense—class
Details and Audition
JON ARTHUR
1179 Colgate Drive, Pitcairn, Pa.

Sales

NEED an EXCLUSIVE CHICAGO REP?

Do you feel your station is not being sold aggressively to Chicago agencies due to the fact that yours is just one of many on your rep's list? If so, write me in confidence. Thoroughly experienced on the agency beat. I want to be the exclusive Chicago salesman, on a fee basis, for 5 (no more) business-hungry stations. Write Box 771F, BROADCASTING.

Announcers

TOP TOP-40 MORNING MAN FOR A TOP TEN MARKET

We hired a high-rated morning man with a most impressive "top-40" station track record. A change in our programming policy put this talented man in a creative straight-jacket. If you are looking for a zany, loyal, hardworking personality, we will put in a good word for him and he in turn will send you tapes, resume and other supporting documentation. Station Manager,
Box 466F, BROADCASTING.

TELEVISION

Help Wanted

CAREER OPPORTUNITY

FOR TELEVISION RESEARCH ACCOUNT EXECUTIVE WITH A FAST-GROWING, AGGRESSIVE RESEARCH COMPANY.

We are looking for a man who has had some experience in the broadcasting field . . . in either a station, network, agency, or sales representative firm . . . and who has a working knowledge of the agency uses of TV audience measurement.

After training, his objective will be to help station and agency clients make more effective use of our television research services. He should be able to work effectively with all levels of people, be noted for his good judgment, and be eager to accept responsibility; his age between 28 and 50, and he must be able to start at a modest salary.

This position will locate in headquarters or branch office and involves a reasonable amount of travel in Eastern states. A real opportunity for the right man. If interested, please write and sell yourself. Include minimum salary requirements.

Address: Roger Cooper
American Research Bureau, Inc.
Beltsville, Maryland

FOR SALE

Equipment

ITEMS FOR SALE

2 EA Gray model 106-SP pickup arms—will take triple play GE cartridges . . . less pickups.
New Cost $49.50 EA—For Sale 2 for $50
1 EA Presto 6N disc cutter.
New Cost .....$750—For Sale $250
1 EA Presto L-8 disc recorder.
New Cost .....$366—For Sale $150
2 EA Gates CB-11 turntables new motors—spindles—idler wheels, W/Gray 106-SP arms & triple play GE pickups and Gray 602C equalizers. Appearance not so hot, but practically new mechanically. Without cabinets.
New Cost $300 EA.....Both for $250
3 EA remote amplifiers, in current use . . .
1—Gates dynamote—perfect.
New Cost .....$369—For Sale $200
2—Gates single channel remotes W/SA-78 amplifiers . . . These have been modified with Daven attenuators for three mixing channels.
For Sale .....$75 EA
1 EA Magnecord PT6-VAHX (Voyager) OK—in use.
New Cost .....$474—For Sale $250
1 EA Magnecord PT6-AH & PT6J—Mr. Tape Recorder—rough, but only needs adjusting and new volume control W/Portable cases, ready to go as is . . . in daily use at present.
New Cost .....$539—For Sale $200
1 EA Wooden file cabinet.
New Cost .....$50—For Sale $25
1 EA Large speaker—perfect for lobby or auditorium 15" Jensen Woofer-Horn Tweeter-Crossover—cabinet can be finished to suit your decor.
New Cost .....$350—For Sale $150
1 EA 2.5 KW Gas generator, fine for remote pickup broadcast.
New Cost .....$500—For Sale $250
1 EA 110/220 volt Westinghouse stepup transformer . . . when used with above generator will furnish emergency power for small 250 watt station.
For Sale $60

For Complete Details Write or Phone
Chief Engineer, Jack Garrison
WBOF
Virginia Beach, Va.
GA 8-3434

Western Electric 5C D-94992 AM 5 KW Broadcast transmitter (has been modified and kept up to date) complete with water cooling, power supplies and etc. Was operated until June, complied with FCC regulations at end. Very cheap. Also lots of other am, fm, and tv used equipment.

Empire Steel & Wire Corporation
1506 Wesley Avenue
Erie, Pennsylvania
Phone 86542—Collect

TAPE RECORDERS
All Professional Makes
New—Used—Trades
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STEFFEN ELECTRO ART CO.
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America's Tape Recorder Specialists

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Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
- Engineers for Radio & TV
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- TV Production • Film Editors

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

WANTED TO BUY

Stations

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

FOR THE RECORD *Continued from page 102*

rules and, if not, whether the provisions of rule should be waived. Announced Sept. 3.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman John C. Doerfer on August 26

Granted motions by **Huntington-Montauk Bcstg. Co.** (WGSM), **Deer Park, L. I., N. Y.**, and Broadcast Bureau for corrections in various respects of transcript of oral argument in proceeding on am application of Huntington-Montauk.

By Commissioner Robert E. Lee on August 28

Granted petition by Broadcast Bureau for extension of time to Sept. 16 to file responsive pleadings to petition by **WDMG Inc.**, for reconsideration and to designate application of **Fernandina Beach Bcstrs.** (WSIZ), **Douglas, Ga.**, for further hearing.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted joint motion of **Interlake Bcstg Corp.** and **Mesabi Western Corp.**, for dismissal of their application without prejudice for consent to assignment of license of **KLAN Renton, Wash.** Action August 26.

Granted petition by **McLean County Bcstg. Co., Bloomington, Ill.**, for dismissal without prejudice of its am application, and remaining applications involved in consolidation are retained in hearing status **(Binder-Carter-Durham Inc.** [WAAM], **Flint, Mich.**, et al.) Action August 26.

Scheduled oral argument for Sept. 3 at 9:15 a.m., on petition by **Bowie-Nocona Bcstg. Co.**, to accept appearance filed late in proceeding on am applications of **Leavenworth Bcstg. Co.** (KCLO), **Leavenworth, Kan.**, et al. Action August 28.

Granted petition by James T. Pyle, administrator of Civil Aeronautics, for leave to intervene in the matter of show cause order in **Albany-Schenectady-Troy-Vail Mills** proceeding as to why **Copper City Bcstg. Co.** (ch. 13), **Utica, N. Y.**, should not operate on ch. 2, conditioned that his participation therein shall be limited to air hazard question which has been raised with reference to erection of tv tower by Copper City at location and height specified in its license for station WKTV. Action August 27.

Granted petition by **Joseph S. Lodato, Santa Rosa, N. M.**, for changes in specified dates for certain procedures in proceeding on his am application, et al.; following schedule will be observed: preliminary exchange of exhibits—Sept. 22; final exchange of exhibits—Oct. 6; notification of witnesses re cross-examination—Oct. 15; commencement of formal hearing—Oct. 20. Action August 27.

By Hearing Examiner J. D. Bond on August 27

Upon request in motion by **WGN Inc.**, and upon examiner's own initiative, ordered various corrections to transcript in proceeding on am applications of **Capitol Bcstg. Co., East Lansing Mich.**, and **W. A. Pomeroy, Tawas City-East Tawas, Mich.**

By Commissioner Robert E. Lee on August 26

Granted petition by **Jefferson Radio Co., Irondale, Ala.**, for extension of time to Sept. 2 to oppose the motion by **The Bessemer Bcstg. Co.** (WBCO), **Bessemer, Ala.**, for leave to amend and reopen record in proceeding on their am applications.

Granted petition by **University of Judaism, Los Angeles**, for extension of time to Sept. 10 to respond to pleadings filed by **Pacifica Foundation, Pasadena**, both California, in proceeding on their applications for new educational fm stations.

By Chief Hearing Examiner James D. Cunningham on August 26

Scheduled for hearing on dates shown following proceedings: Application for transfer of control of **Sioux Empire Bcstg. Co.** (KIHO), Sioux Falls, S. Dak. on Sept. 29.

By Hearing Examiner Millard F. French on August 26

Continued further prehearing conference from Sept. 15 to Sept. 24, and hearing from Sept. 24 to Oct. 6 in proceeding on am application of **WLBE Inc.** (WLBE), **Leesburg-Eustis, Fla.**

By Hearing Examiner Herbert Sharfman on August 25

Granted motion by **Star Bcstg. Corp.**, for various corrections to transcript in proceeding on Star's am application and that of **Historyland Radio**, both **Fredericksburg, Va.**

BROADCAST ACTIONS

By Broadcast Bureau

Actions of August 29

Granted licenses for following fm stations: WQMS Hamilton, Ohio; KDWD San Diego, Calif.; WONO Syracuse, N. Y.

KUOW Seattle, Wash.—Granted license covering change from non-commercial educational fm station to fm station.

WMBD Peoria, Ill.—Granted cp to install new type trans.; remote control permitted.

WJOI Florence, Ala.—Granted cp to change studio and ant.-trans. location ad make changes in ground system.

Ala Moana Bcstg. Co., Honolulu, Hawaii—Granted mod. of cp to move ant.-trans. location (no change in address) and make change in ground system; condition.

WLNA-FM Peekskill, N. Y.—Granted mod. of cp to make changes in ant. system; conditions.

WCPO-FM Cincinnati, Ohio—Granted mod. of SCA to change type equipment.

KATZ St. Louis, Mo.—Granted extension of completion date to Dec. 1.

Actions of August 28

KWIL Albany, Ore.—Granted authority to sign-off at 6 p.m. for period of 6 months commencing Sept. 15, except for special events; reason—economic.

WAXX Chippewa Falls, Wis.—Granted authority to remain silent for period ending Sept. 10; reason—building and technical difficulties.

Actions of August 27

Granted licenses for following am stations: WCLA Claxton, Ga.; WADA Shelby, N. C.; WBMK West Point, Ga.; KGPC Grafton, N. D., and specify studio location and remote control point; condition.

WATH Athens, Ohio—Granted license to use old main trans. as aux. trans. at present location of main trans.

WATH Athens, Ohio—Granted license covering installation of new trans.

WBUX Doylestown, Pa.—Granted license covering increase in power, installation directional ant. (DA-D) and new trans. and make changes in ground system.

KCRA Sacramento, Calif.—Granted license to make changes in daytime directional ant. pattern.

WYLD New Orleans, La.—Granted license to change ant.-trans. location, make changes in ant. system (increase height) and ground system, and install new type trans.

WMZK (FM) Detroit, Mich.—Granted license covering change of ERP and type trans.

KFBK-FM Sacramento, Calif.—Granted license covering change in frequency, ERP, ant. height, change in trans. and studio location and ant. changes.

KIRO-FM Seattle, Wash.—Granted license covering change in ERP, ant. height, change trans.-ant. site and ant.

WSLS-FM Roanoke, Va.—Granted license covering increase in ERP, ant. height and ant.

WCOL-FM Columbus, Ohio—Granted license covering change in ERP, ant. height and type trans.

WINZ-FM Miami, Fla.—Granted extension of completion date to Dec. 1.

Actions of August 26

WSTN St. Augustine, Fla.—Granted cp to make changes in transmitting equipment.

Following stations were granted remote control authority: KDOT (John L. Breece) Reno, Nev.; KGB, KGB Inc., San Diego, Calif.; WWOL-FM Greater Erie Bcstg. Co., Buffalo, N. Y.; WWOL Greater Erie Bcstg. Co., Buffalo, N. Y. (main and aux.).

Following stations were granted extensions of completion dates as shown: WIRN Lake Superior Bcstg. Co., Ironwood, Mich., to 3-8-59; WFBC-TV, WMRC Inc., Greenville, S. C., to 11-15; WSEE Great Lakes Television Co., Erie, Pa., to 3-15-59.

Actions of August 25

WPGC Morningside, Md.—Granted license covering increase in power, change type trans., installation DA-D, make changes in ant. system, change ant.-trans. location and make changes in ground system.

WGN Chicago, Ill.—Granted mod. of license to operate aux. trans. by remote control; and mod. of license to operate main trans. by remote control.

WMBD Peoria, Ill.—Granted mod. of license to operate trans. by remote control, using directional ant. day and night (DA-2); conditions.

WQIK Jacksonville, Fla.—Granted cp to change ant.-trans. location and make changes in ant. system; conditions.

WBAR Bartow, Fla.—Granted cp to install new type trans.

WIBG Philadelphia, Pa.—Granted cp to install new type trans. as aux. trans. daytime and as alternate main trans. nighttime at present location of main trans.; conditions.

WMTW-FM Mt. Washington, N. H.—Granted cp to increase ERP to 49 kw, ant. height to 3,850 ft., and installation of new type ant.; remote control permitted.

WIBC Philadelphia, Pa.—Granted mod. of cp to change type trans.

Following stations were granted remote control authority: WGN, WGN Inc., Chicago, Ill.; WMAZ-FM Southeastern Bcstg. Co., Macon, Ga.

WICO Salisbury, Md.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: WLST Frank J. Russell Jr., Escanaba, Mich., to 12-1: WMUB President & Trustees of the Miami University, Oxford, Ohio, to 3-24-59; WJMJ, WJMJ Bcstg. Corp., Philadelphia, Pa., to 10-15; WPGC-FM, WPGC Inc., Oakland, Md., to 11-18; WRWH, Newsic Inc., Cleveland, Ga., to 9-30; WABG-TV Greenwood Bcstg. Co. Inc., Greenwood, Miss., to 3-3-59; WRIP, Jay Sadow, Rossville, Ga., to 12-22.

KRNS Burns, Ore.—Granted extension of authority to sign-off at 6:30 p.m. until action is taken on application for specified hours.

KCOG Centerville, Iowa—Granted authority to reduce hours of operation to 13 hours on weekdays (6 a.m. to 7 p.m.) including Saturdays and to reduce Sunday operation to 9 hours. 90 day trial starting Sept. 1; reason—economic.

Action of July 21

WUFT Gainesville, Fla.—Granted mod. of cp to change ERP to vis. 13.8 kw, aur. 7.41 kw, ant. height 480 ft., install new trans. and make other equipment changes.

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

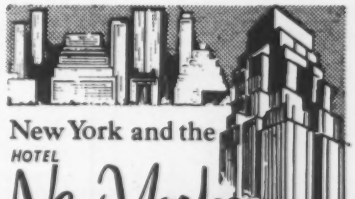
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois

Represented by Avery-Knodel, Inc.



New York and the HOTEL New Yorker

34th Street at 8th Ave.

just naturally go together

New York's largest skyscraper hotel. 2500 rooms, all with bath and free radio—television in many. Meditation Chapel open to all faiths. Direct entrance to Pennsylvania Station. Facilities from 100 to 1200 for Banquets, meetings, etc. Three air-conditioned restaurants.

LAMP POST CORNER . . . COFFEE HOUSE
GOLDEN THREAD CAFE

from $7 Doubles/from $11 Suites from $23

JOSEPH MASSAGLIA JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Santa Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

CHICAGO MIDWEST HEADQUARTERS
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World-famed hotels
Teletype service—Family Plan

two years older...

41% BIGGER

NCS #3 SHOWS PERCENT INCREASE IN TELEVISION HOMES FOR KLZ-TV

NATIONAL AVERAGE INCREASE ONLY PERCENT

KLZ-TV HAS LARGEST DAILY —DAYTIME CIRCULATION— OF ANY DENVER STATION

KLZ-TV HAS LARGEST DAILY —NIGHTTIME CIRCULATION— OF ANY DENVER STATION

KLZ-TV NOW SELLING A 41 PERCENT LARGER AUDIENCE IN THIS RICH BOOMING ROCKY MOUNTAIN MARKET

CBS

CBS IN DENVER

TELEVISION channel 7

Represented by KATZ Agency

MONDAY MEMO

from **ERNEST A. JONES,** *president, MacManus, John & Adams Inc.*

Commercials for television 'specials' don't take much—just genius, guts, luck

The approaching television season with its extreme concentration on "special" shows has an entertainment potential unequalled in the medium's brief history. And I have great faith that the potential will be realized.

At this writing, the networks have scheduled approximately 150 big-budget, high impact "specials" bringing to American viewers a glittering array of talent. At the height of the season three or four of these entertainment block-busters will be competing for public attention each week.

This competitive situation, I feel, is excellent for the public and healthy for the networks. However, for the advertising agencies, who will invest nearly a quarter billion dollars for their clients, the specials present an intrinsic challenge or, rather, a complex of interrelated demands.

With the air filled with high-powered entertainment and with each sponsor's special of necessity widely spaced, how can the sales message obtain the memory-duration and depth it must have to achieve its purpose?

Let us examine the nature of the special for further definition of the problem.

Ideally, the special is a sparkling blend of personality and vehicle, brilliantly executed, in sum, capable of completely bemusing the viewer.

Surrounded by this brilliance, the ordinary commercial may become a viewing "blind-spot" or a pallid, almost unnoticed interruption.

Another inherent quality of the special is its infrequency. There is—and economically must be—considerable time lag between such shows. Here is further challenge to the agency.

Thus we see that commercials for a special show not only compete for the public's attention as must all advertisements, but should also stand out against the brilliance of the show itself. And they must achieve a memorability bridging the lengthy interval until the sponsor's next presentation.

Most weekly shows obtain a certain measure of memorability for their products by commercial repetition. Special-show commercials cannot substitute repetition for brilliance. They must score on their first—and only—viewing, or they have failed in their purpose of selling or of creating a buying disposition.

Is there an answer? How can the agency entrusted with the commercial creation reach a certainty that the sponsor's message will not be dimmed by the glitter of the vehicle itself, but will be remembered with warmth and appreciation?

At MacManus, John & Adams Inc., we believe the answer is the special commercial—custom tailored in tempo and tone to the show itself.

Certainly, I do not mean the creaky old "integrated" bit. In a Western special put a cowboy suit on your announcer, sit him on a prop corral fence and have him drawl the pitch.

To us the special commercial is much, much more than "integration." For instance:

Remember Victor Borge and his snow-covered Pontiac? With his wife and brother-in-law inside? Or, Phil Silvers discovering that the banner his cousin painted spells P-O-T-N-A-C? Or, the marvelous marriage of Irving Berlin music and commercial lyrics in "Annie Get Your Gun"?

Remember them? Many people apparently do, although those commercials and others like them have been in our film files for nearly a year now. Last season when they made their first and only television appearances, the reception in the form of letters, both to the networks and to Pontiac was remarkable and, we are told, unprecedented.

Syndicated critics, both newspaper and magazine, broke with tradition to favorably mention commercials and the sponsor. And we still receive requests for the film from interested groups.

I believe it is safe to say they have demonstrated memorability. Right now the MJ&A television department is at work on special commercials for the new series of Pontiac shows opening October 15—commercials we hope will equal or surpass last year's.

It has been our experience at MJ&A that special commercials must have special handling from the moment the basic idea emerges. They call for specialized thinking by rather special people (hacks constitutionally are unable to think in unorthodox fashion). And unorthodox the idea and the treatment must be if it is to be remembered beyond the closing credits.

Special commercials sometimes call for a special budget—although those I have mentioned were brought in at average cost. But, whatever the cost—within reason, that is—they are worth every dollar when successful, validating the entire investment.

And the special commercial calls for a particular empathy, sympatico, good-feeling—call it what you will—between the star, the agency and the client. This state is difficult to define, but you are well aware when you do not have it.

Most important area of all, of course, is the client. Does he have the inclination to participate with very blue chips? Does he have a venturesome confidence in his agency? And does the agency itself have the courage of its convictions and the creative strength to make them come true?

When the answer to these questions is affirmative, and if, as Ernest Hemingway once put it, "The luck she is going very good," then very little remains except hard work.

And of hard work there is rarely a scarcity, as you will perhaps agree.

Ernest Albin Jones, b. Jamestown, N. Y., June 18, 1915. B.A., U. of Michigan, '38. First "advertising job": as college band manager, converted a musical salute to Ohio State from BUCK-I to BUICK for visiting General Motors brass, a fact recalled to this day by Harlow Curtice, then Buick general manager. Upon graduation became ad manager, Polish Daily News, *Detroit; in February 1939 joined MJ&A as production assistant, promoted in 1941 to Dow Chemical Co. account executive; in 1945 to Pontiac account executive; in 1950 to vice president and manager of New York office; returned in 1953 to Bloomfield Hills as executive vice president, named president in 1955. Married in 1939 to former Marian Wellman, Mr. Jones' family includes five children—Biff, 16; Christine, 11; Stephen, 8; Janet, 6, and Mark, 4—and resides in Bloomfield Hills.*

Quizzical

IT is not surprising that the newspapers are having a field day with all the charges and insinuations that are being batted back and forth in the current quiz show "scandal."

Perhaps television is lucky that some such episode didn't come sooner. It's also conceivable that television is lucky to have the episode come now instead of later. For whether any given quiz show is rigged or not, this bright glare of publicity should also illuminate two points that are so obvious that broadcasters may have tended to take them for granted.

First is the need to be circumspect—not just cursorily attentive, but actively, aggressively proper. Any bobble is going to be magnified out of proportion, just as the newspapers are blowing up the to-do over quiz shows. Beyond that, the incident emphasizes the fundamental need for broadcasters to take responsibility for the programs they broadcast.

The fact that a show is owned and/or produced by an independent packager does not absolve the network or station of its responsibility in carrying the program.

Getting to the key question in the investigation, it would be naive to think that producers of quiz programs do not take pains to pick, and would like to keep, contestants who are audience-builders. Moreover it is possible to favor one contestant over another in little ways far short of furnishing questions or answers in advance, and no doubt this has been done on occasion.

But the producers themselves would be unbelievably naive to think that the audiences—at least till now—have not watched in the belief that the contests are on the level. They must know, too, that viewers would not be apt to watch with such ardor if they knew a quiz was rigged. Hence to rig one would be to risk disillusioning and alienating the audience and, whether it's illegal or not, would show incredibly poor business judgment.

The Hardest Sell: Self-Help

VACATION season is over. The sound of the gavel supplants the splash of the surf.

NAB fall conferences get under way next week. State meetings are upcoming everywhere. The Radio Advertising Bureau and Television Bureau of Advertising have scheduled clinics and meetings. And the various city radio-tv clubs and societies return to normal luncheon procedures after the normal summer hiatus.

There's plenty to talk about. Almost everybody learns something at these meetings. They're far better than they used to be, although even more streamlining and consolidating is desirable. Broadcasters benefit from the interchanges, and so do broadcasting's immediate customers among advertisers and agencies.

But what about the customers of the advertisers—the listening and viewing public? Patently, anything that helps the broadcaster logically inures to the benefit of the consumer. Yet he seems to be the forgotten man on most of the meeting agendas.

The complaint often made—and with validity—is that broadcasters, who do a magnificent job of selling the potency of their media to others, have never really sold themselves.

Obviously, there's a nuts and bolts job to be done. Both radio and tv need it; tv perhaps more than radio. Fundamentally, the fight is over the advertising dollar. If broadcasters can effectively sell for others, why not for themselves? Two tv stations recently reported [EDITORIALS, Aug. 4] that they found on-the-air promotion more effective for audience development than use of display space in their local newspapers. One tv station buys spots on two radio stations in its market for the same purpose.

C. Wrede Petersmeyer, the energetic head of the Corinthian stations, has proposed to the NAB tv board of which he is a member that NAB and TvB get together on a promotion campaign for tv, on tv. He believes $100,000 judiciously spent for a professional campaign of filmed "commercials" would sell the medium as no other promotion could. He regards such a campaign articulating the values of tv as a pressing and immediate need. And he is joined in this view by other tv leaders. To date an *ad hoc* committee is studying the idea. Mr. Petersmeyer wanted it to get under way last April—in time for the buying season now upon us.

Tv broadcasters are the TvB and something akin to an undivided half of the NAB. Radio broadcasters are the RAB and have a similar proprietary relationship with NAB. It is their money and their right to call the shots.

Drawn for BROADCASTING by Sid Hix

"Look, Al. First time on tv—a liquor commercial."

At all these meetings upcoming certainly the pros (we can't conceive of any cons) of self-promotion and perhaps cross-pollination between radio and tv, deserve highlighted billing—and action. Expertly contrived on-the-air spot campaigns are bound to sell the virtues of broadcasting just as they sell goods for advertisers.

The organizations are there. The time is there. The money is there, or easily raised. All that's needed is organized action.

Double Play

IT is now clear that professional baseball is determined to obtain the legal means of conspiring to install itself as the first main attraction, indeed the motivating force, of subscription television.

As reported in this publication over the past two months, the moguls of baseball almost succeeded in beguiling the 85th Congress into passing a law exempting them from antitrust prosecution. If their lobbying—as skillful and intense as any in recent legislative history—had prevailed, the club owners would have been free to withhold all games from tv until a pay system came along.

Subscription television, in the belief of the baseball trust, offers the biggest money-making opportunity for baseball since the discovery of Babe Ruth. As authority for the eagerness with which the club owners anticipate the arrival of pay tv, we quote Paul McNamara, vice president of International Telemeter, a leading pay tv promoter. In a letter to Rep. Emanuel Celler (D-N.Y.), a foe of subscription tv and of the proposal to liberate baseball from the antitrust laws, Mr. McNamara acknowledged that officials of both big leagues had assured him they wanted subscription television.

Mr. McNamara's letter to Mr. Celler [GOVERNMENT, Aug. 25] confirmed what until then was only a logical suspicion of a conspiracy between baseball and subscription tv. The suspicion had been based on such perhaps circumstantial evidence as the fact that Paul Porter, attorney for baseball, is also the attorney for International Telemeter.

But the connection of baseball and pay tv is now a matter of record. Together, they constitute a powerful lobby with great influence at its command.

Not the least of that influence comes from the emotionalism which the U. S. public and its elected representatives attach to the "national sport." Not giving baseball what it wants is, to a good many fans, like not giving milk to a baby. The baseball-pay tv interests will trade on that emotional appeal. At the next Congress they will go to bat again. Meanwhile, free television cannot afford to sit idle. The true purposes of baseball's legislative gambit must be made clear to those who will sit in the 86th Congress.

The more the leagues and club owners maneuver around Washington, the less claim they have to be engaged in a clean-cut, all-American game. To judge by its present aspirations and activities, if baseball is a sport, so is the Mafia.

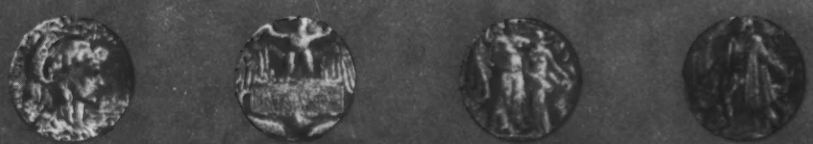
KPRC-TV

HOUSTON

. . . its always a pleasure

KPRC-TV *since 1950*

The Gold Medal Station



EDWARD PETRY & CO.
National Representatives

*Courtesy of J. W. Harper
The Gold Medal Whiskey

For fuller market baskets at the check-out

Join NBC Radio's giant autumn promotion. OLD FASHION FEASTS—with modern trimmings.

Now... A broad-scale network radio editorial drive to build more sales for retailers and manufacturers. On Monday, October 20th, NBC Radio Network and its 200 affiliated stations launch a 6-week EDITORIAL campaign to start more American families eating three complete balanced meals a day. It's another step in the developing association of NBC Radio and the food industry, following up the successful "Summertime Is Outdoor Eating Time" campaign, and NBC's broadcasts of the food industry story.

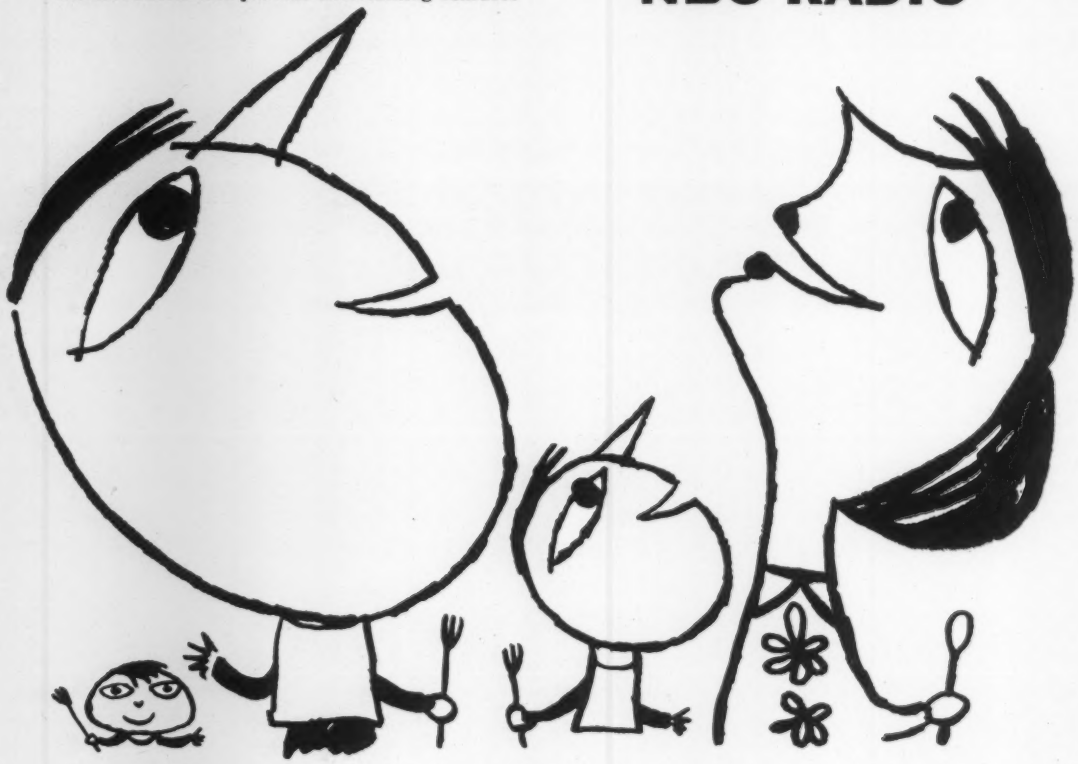
7 Days a Week, 'round the clock, a saturation campaign of special features and announcements will be reminding listeners that Old Fashioned Feasts are *easy to prepare.* With modern "built-in maid service" and appliances that baby-sit, housewives today can win handily the same praise mother used to gain the hard way.

Morning, Noon, and Night, NBC Radio programs like BANDSTAND, and MONITOR and NIGHTLINE will provide entertaining features on serving full meals integrated into the programs themselves. NBC Radio's top entertainers, all its promotional facilities and those of the 200 NBC Radio affiliates will be behind this tremendous 'Old Fashioned Feasts' sales push. And it's timed to the season, when listeners are in the mood for family dining.

Heartier meals... fuller shopping baskets... bigger profits for you!

FOOD STORE RETAILERS: How many baskets in *your* markets reach the check-out counter half empty? Take advantage of the response this full-scale NBC Radio campaign will generate... tie-in and march those shoppers to YOUR stores. *Contact your local NBC Radio affiliate.*

MANUFACTURERS: No other food promotion in media history offers these advantages... powerful editorial backdrop, *tested* national-local strategy, complete merchandising campaigns. *Call your NBC Radio Network representative for the eye-opening details.*

If you want to go LOCAL, go NATIONAL...go

NBC RADIO